

4 Reasons Why a Mapping Software is Best Used in Business for Data Discovery

Written by Australian Business

NAPERVILLE, IL, November 14, 2014 **/24-7PressRelease/** -- Data should be used by companies to address specific issues. But to be functional, data should be easily understood. When analyzed properly, the information extracted from data is valuable to decision making. Mapline, a mapping software, provides different mapping tools for companies to help them with decision making that is tailor-fit to specific issues. As a data visualization tool, it understands that companies have different needs. Hence, it develops new mapping techniques to help companies to understand that utilizing data in different functionalities is achievable. Mapline encourages companies from different industries to try creating maps so they can figure out how easy it is to analyze connections of geographical location of their customers, competitors, and others. When information is collected and mapped, it results in a powerful visual that shows data discovery with an impact - saved, analyzed and utilized.

Mapline has been giving exceptional reasons for companies to use its different mapping tools. The top 4 reasons are the following:

The Power to Know the Competition

Analyzing geographical location data sets is a key basis of competition. It often results to new waves of innovation and productivity growth. Using local map settings such as creating [maps with zip codes](#)

or counties can give the users ideas on what the market really needs instead of pushing global ideas that may have little effect on the local market. From the standpoint of competitiveness, using mapping tools will help them to leverage data-driven and information-based strategies to compete. There are now hundreds of local territory sets that can be used for mapping. Mapline continues to add more local map territories to help users target local market so they can win the competition.

The Art of Being Data Driven

Data needs to be protected, and security is the first priority of Mapline. Maps and data of the customers are always private by default and only visible to the users. They can enjoy creating maps with secure https connection. Enterprise users can add as much as 15,000 locations per day, 250 maps to save and 250 geographical location data sets to map.

Problem Solver in an Instant

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Companies spend a lot of time performing informational tasks, going over document after document. Time is essential and when it is wasted only in shuffling papers instead of acting to solve the problems, companies are on the brink of tumbling down to failure. Mapping tools are available to use to free up those daunting tasks so that the users can just focus more on the company's priorities. Local mapping like creating maps with zip codes help in narrowing down possibilities so that the data will be more actionable.

Increased Visibility and Collaboration

Another great reason to use a mapping software is that it can help the enterprise work as one functional unit. Since mapping tools are used in different functions like operations, sales, marketing, finance, logistics, and others, Mapline makes it possible for the entire company to work as one. Maps can be shared in a second. Members can be given access to edit the maps as needed to make collaboration better. When this happens, the entire enterprise works using the same data and maps.

Mapline provides business consultation to help companies use their geographical location data to the fullest. Visit their website at <https://mapline.com> for more details.

Mapline develops tools to transform analysis into a visual experience. It's mapping technology is one of the most powerful ways to visualize data from Excel spreadsheets to optimize logistics, enhance market planning, identify growth opportunities, or mitigate market risks. Mapline leads in data simplification and presentation and is committed to delivering the tools businesses need to outpace competition.