



Atlasia 2009

“To know the road ahead, ask those who are coming back.”
- chinese proverb

Atlasia was first conceived in 2006 by current Managing Director, Fatih Amaidia. The idea was to introduce digital mapping to areas where it was not a known option for businesses or local governments. By 2009, Atlasia had begun operation, collected mapping data and begun formulating digital maps.

In a world where the usage of digital mapping and data is becoming an essential part of all businesses and organisations, neither is it feasible nor would it do well to be left behind. Atlasia aims to offer integrated solutions and to provide both the data and the training required for even the most inexperienced to begin implementing digital mapping in their organisation.

It is the above-mentioned proverb that Atlasia is based upon, both literally and figuratively, and it is upon this premise that Atlasia aims to deal with clients.

Mr Fatih Amaidia
Managing Director
Atlasia

Our Vision

Whether you are a business, a government agency or a local government, you are either providing critical services or products to your clients. To truly develop an effective service, you must consider the geographical area they reside in and this presents you with a problem.

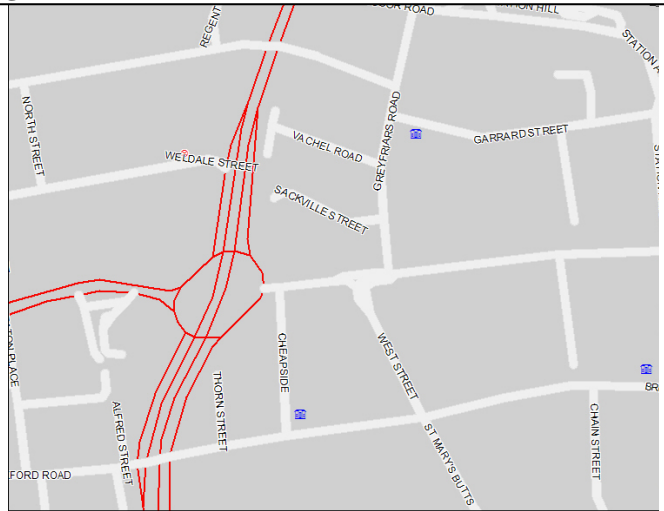
The scope of your geographical coverage, your capabilities, the exact locations of your clients or your points of interest and what is the most efficient route to them. Knowing all of this represents one of the greatest technical challenges for those involved.

However, the answer to this challenge is essentially a simple one. A geographical information system or GIS is a system that integrates, stores, edits, analyzes, shares, and displays geographical information and is needed to rise to this challenge.

Our clear vision and creative approach to this challenge privileges Atlasia with an ideal position to provide such a GIS solution. Our aim is to become leaders in the field by providing both optimum solutions and a unique service.

What is GIS?

A GIS (Geographical Information System) is any system that stores, edits, analyzes, shares, and displays geographic information. This can include anything from your traditional 2-dimensional map to postal code and address data, digital elevation, polygonal representation of particular landmarks and points of interest and automatic vehicle location.



A GIS application is one which uses the above-mentioned system to create a representation that is relevant to the user. It may be something as complex as a fully-featured 3-dimensional map or it may be something simple such as a map allowing you to search for and find addresses. You can view a demo of how a simple mapping application operates by clicking [here](#).

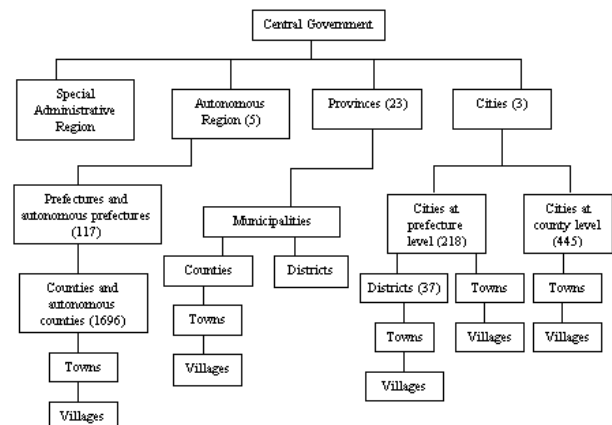
We are able to provide digital mapping solutions suitable for a variety of different services and industries. This includes Local Governments, Businesses, Health and Emergency Services, Telecommunications and Transportation.

GIS Solutions for Industries and Services

Local Government

With an Atlasia GIS solution, you will be able to:

- Transform the speed and effectiveness of your planning services
- Help monitor, manage and develop local infrastructure
- Respond to community needs for improved housing, education and services,
- Identify opportunities for local growth and inward investment,
- Enable browser access to information,
- Improve operational efficiency and allocate resources effectively,
- Monitor the distribution of essential services.



A GIS solution would enable a local government to view, analyse and share location based information - helping them to manage assets, allocate resources and discover unseen patterns and trends in their data that are hard or impossible to see otherwise. The result is faster, better decision making.

Business

Most businesses would want to identify their most profitable customers; isolate for special treatment those who show potential to become profitable and recognise those most likely to lapse. They want to communicate and service those customers using the most relevant sales & service channels that each customer prefers to use. To do this, you need to be able to drive down costs and develop new initiatives.

You need to be able to track your customers. Whether that be a change of address or contact details, or something more extreme like their deaths, you need to know if you want to be an efficient and effective business.

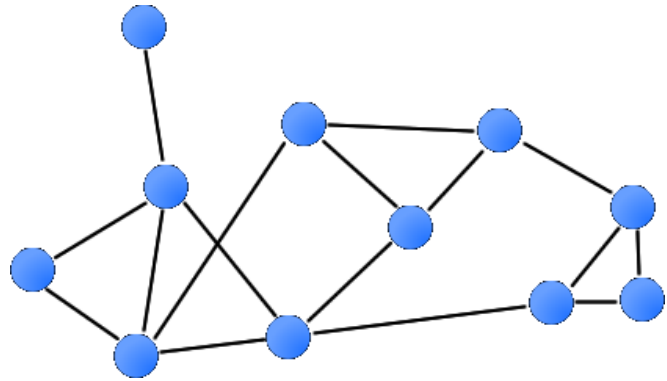
Transaction data is also very valuable and can identify your most profitable customers and those costing you money. Find out when it pays to stop talking to customers and be ruthless if they stop talking to you **but the principle challenge is to make the data usable.**

How can a GIS solution assist you in this? Using such a solution would allow you to construct physical representations of such data giving you the ability to manage it in an effective way.

You can use an Atlasia solution to:

- Spot consumer & market trends to acquire & retain customers,
- Analyse your customer data to identify where demographic profiles and market potential for your products/services dovetail,
- Site Location modelling & analysis - drivetime & catchment area analysis for siting, refurbishing and combining outlets,
- Profile & segment your customers to individual levels,

- Plan Sales territories,
- Optimise resources,
- Identify cross and upsell opportunities making maximum use of geographic & lifestyle data,
- Manage customer data for use in integrated multi-channel marketing campaigns.



Health Services

The pressure is on and healthcare professionals need cost effective answers. Through the usage of GIS, you can:

- Predict trends and share information with other authority departments and Health boards and Health Trusts ,
- Dynamically map available resources against patients' location and requirements ,
- Satisfy the regulators ,
- Deliver information online ,
- Meet modernisation targets and work with the Government agenda.

Atlasia can provide you with the answers. Atlasia can help health authorities, Health boards and Health Trusts, to save money and to dramatically improve the provision of services through the use of easy-to-use mapping technology. By sharing this data, demand hotspots and shortages in resources become instantly visible. Joined-up working with local authorities and Health boards, and Health Trusts, becomes possible. Disease outbreaks can be tracked and trends predicted.

Emergency Services

Emergency Services are under increased pressure to better serve society - to respond faster - to achieve more. But with crimes to investigate, accident scenes to attend, even internal policies to manage, rising to the challenge is harder than ever.

Success means working smarter. It means centralising incident reporting and control and sharing information. And with a geographic co-ordinate, which can be related to a physical location on a map, lying at the heart of all you do, working smarter to respond faster and achieve more could not be easier.

Today, Emergency Services throughout the world are rapidly integrating GIS solutions into their operations, allowing decision makers at all levels to allocate resources in a way which better serves the community.

With an Atlasia GIS Solution, you can:

- Identify high concentrations of activity, such as crime hotspots, so you can predict future trends and respond faster.
- Understand how the physical characteristics of a location, influences activity,
- Apply spatial queries to your data for geo-demographic analysis.
- Perform drive-time and catchment area planning for resource allocation.
- Improve access to, and communication of, public information.
- Enhance inter-and cross-departmental and cross-agency communications.

Telecommunications

What can you do with an Atlasia solution? With a comprehensive spatial technology and data solution, you would see improvements in decision making across the organisation, tangible business benefits and enablement of operators in deploying new Location Based Services.

- Customer Care,
- Network Planning & Engineering,
- Marketing,
- Operations,
- Location Based Services,



Whether your focus is wired, wireless or mobile Internet, Atlasia can provide you with the solutions you need to manage assets, plan rollout, analyse trends, optimise customer care and deploy mobile location-based services.

Transportation

Those involved in logistics or transportation of people are in an ideal position to benefit from an Atlasia GIS solution. With features like accurate geocoding, drive time analysis, route optimisation and GPS vehicle location, such a solution would revolutionise the way your organisation operates.



With an Atlasia solution, you can:

- Accurately locate your destination by street name or postal code.
- Find the best route to go from A to B, in terms of duration, distance or vehicle suitability.
- Accurately predict journey duration allowing you to improve both resource management and client satisfaction.
- Automatically locate all vehicles in your fleet, providing you with more options for resource allocation and vehicle security.

For more information on anything within this brochure or to find out more about Atlasia and how you could benefit from an Atlasia Solution, you can contact us through any of the following channels:

Post: 124 Cromwell Road, London, UK, SW7 4ET

Email: enquiries@atlasia.net

Or you can visit our website at <http://atlasia.net>