

SpotOn

Next Generation Locator

Documentation

Introduction

We are pleased to offer our SpotOn Locator service to our clients. We have spent many months developing this service and are excited by its potential to help customers find your business locations. We are confident SpotOn has many benefits that will interest you.

As the first company on the Internet providing ZIP Code / Postal Code data for locators, we have seen locators evolve over the years. Currently we see about 3 generations of locators:

- **1st:** The basic locator which allows for only a ZIP or Postal code to be entered and gives the great-circle distance (as the crow flies).
- **2nd:** Maps were added as a nice improvement.
- **3rd:** We created our **City Centerpoints** and **Multiple City Spellings** data in order to add the capability to also look up a location based on the city, when people traveling may not know the ZIP Code.

What's Wrong With Today's Locators?

Here's a good example:



One of our clients, a large Insurance company, is currently using our data in their locator. They called us because their locator was showing a Connecticut office as being the nearest location for some Long Island customers. The problem is that it was calculating based on great-circle distance ('as the crow flies') which was about 15 miles, but the actual driving distance was closer to 200 miles.

*... when only **great data** will do!*

Another problem with locators is that the location is based on computer-generated **geocoding**, which often isn't very accurate. Here's an example of a child's academy:



Something tells me that they won't get much business based on this map location!

Some maps will have a pinpoint for your business in the wrong location, or you don't know which side of the road it's on so that you're looking at the directions when you should be driving. Wouldn't it be nice if you could have real (not computer-generated) directions that have landmarks and other helpful tips for quickly finding the location?

What's Different About Spot-On?

This is a unique product which we believe is unlike any locator:

- You can add our locator to your web page by **adding just one line of code** to an iFrame on your page!
- We use **Silverlight** technology which animates the map (similar to Google Earth) and users love it!
- It shows the locations from the start as **points** on a map. Your customers will be familiar with driving conditions in their area and can quickly decide which is closest. This is better than first viewing a list sorted by great-circle distances.
- Customers can view the location from a **Road**, **Aerial** (satellite), or a **Bird's Eye** view. The Bird's Eye view works when you are zoomed in more than halfway and shows photos taken from *airplanes*, which are much clearer than satellite photos, and taken from an angle which allows your customers to see the side of your building. There's even an option to *rotate* the view so that they can see the same location from a North, South, East or West perspective. Very handy!

Bird's Eye View:	Satellite View:
	

- **We can use our GreatData latitude and longitude ZIP Code coordinates.** We manually verify these and place the point at the population center—not the physical center—of the ZIP Code. For instance, the center could be in a park, a lake, a

... when only **great data** will do!

national forest, or at an airport, but we will shift the point over to where people live and businesses are located.

- We manually verify all locations with our **Spot Check** service. We move the pushpin to the entrance of the building, so that customers can easily find you. Our saying is: **'Lost Customers = Lost Business.'** If they can't find you, they'll go somewhere else. We have seen a large chain store's locator pointing to the mall parking lot, in front of their competitor!
- With Spot Check, we include **Real Directions** which are directions given to us by someone at your location. These are better than computer-generated directions and will have landmarks such as *'Next to McDonalds.'* They will give customers more precise directions such as *'Stay in the left-hand lane'* or *'Enter by the South Mall entrance. We are the 3rd store on the left.'* This can be extremely helpful and eliminate customer frustration. For instance, we went out of our way to get to a favorite fast food restaurant only to not find it anywhere, even though we also used a GPS. It turns out that it was located inside a university (this actually happened at 2 different locations). We'll be calling them!
- Powerful driving directions: we don't require your customers to enter their address in order to get the directions. The starting point that they entered (usually a ZIP Code) will show as an orange pushpin and it can be dragged to their exact location and the directions will be updated accordingly.

Additional features

- We have multiple categories to help your customers narrow their search. For instance, a bank may have Drive Thru Banking, ATMs, etc.
- We have a standard info box with address, contact info, business hours, website, etc., plus a user-defined field for info box. Our info box can be dragged out of the way, if needed.
- We can handle companies which have agents and provide the following:
 - Associate/Agent List per Location (if applicable).
 - Search by Agent/Associate Last Name and State (if applicable).
 - Optionally Create Custom Associate/Agent Search Filters.
 - Optional Randomization of Agent/Associate List within Location so the same agent doesn't always show at the top of the list.

Pricing

SpotOn Locator is a **hosting service** that we provide. **Our price includes all hosting costs** (bandwidth, database, disk space, etc.) This service includes all **free updates** released during the subscription period (there are many exciting new features which we are planning for SpotOn!) We see the SpotOn product line as *continually* leading the pack in features and in performance. We plan on upholding our slogan: *'Next Generation Locator.'*

We price based on the number of locations (the number of records in your locator database). Larger organizations require more resources and are priced accordingly.

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- For up to 500 locations, \$495 per year.
- For 501 to 1,000 locations, \$995 per year.
- For over 1,000 locations, please call so that we can determine your needs.

Even though we've made SpotOn to be very versatile with easily changed color schemes, customizable logos, options for what data to display, etc., some companies will still have custom needs. Let us know your needs and we will quote you a very reasonable rate for programming these changes. We do not outsource our software development overseas in order to ensure the highest degree of accuracy, and if there is ever a programming issue, the programmer who made the change will be readily available for consultation.

If you require high transaction levels and/or seasonal demand scaling (such as the Christmas season for retailers), please call us to discuss those needs.

Note: our **Spot Check** service is priced at \$.99 per location, \$500 minimum order.

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