



- “A mille-feuille is made up of layers of puff pastry, alternating with layers of pastry cream, and sometimes whipped cream, or jam are substituted. The top pastry layer is dusted with confectioner's sugar, and sometimes cocoa, or pulverized seeds. Alternatively the top is glazed with icing or fondant in alternating white icing and brown chocolate stripes, and combed”

GeoLytix

- Analytical and modelling services
- Bespoke software development
- Consulting and Project Management
- Data

GeoLytix Mille-feuille

A unified, clean and consistent set of over 120 layers of richly linked and enriched base UK spatial data with a minimally restricted corporate license

Business Universe
Companies House
Major Sprawls
Small Sprawls
Locales
Standard Gazetteer
Transport Gazetteer
GeoLytx Places
House Prices
Listed Buildings
Retail Places Points
Retail Places Boundaries
Retail Places Street View
Retail Places Pitch
Hospitals
Heritage Sites
Police Stations
Place of Worship
Sport/Leisure Site
University & FE Colleges
Sport Stadia
Post Offices
Post Box
Schools

Cartogram - Output Area
Cartogram - Parliamentary
Cartogram - Postal District
Cartogram - County
Cartogram - Sea
Cartogram - Land
Cartogram - Motorway
Cartogram - Sprawls
Codepoint Open
Postal Area Regions & Points
Postal District Regions & Points
Postal Sectors Regions & Points
Voronoi Postal Sector Regions
Out of Sector' postcodes
Non-Geographic Sectors
Output Area
Wards
Output Area Point
Lower Super Output Area
Middle Super Output Area
Local Government Boundaries
Best-fit 'Traditional' Counties
Regions
Education/Health/Police
OAC 2001
OAC 2013
Census 2001 Base Pack
Census 2011 Base Pack
Census 2011 Full Pack

Coastline
Foreshore
Sea
Land
Beach
Woodland
Buildings
OS 100km Grid
OS 10km Grid
OS Variable Grid
Vector Map District
Street View
1:250K
Miniscale
Open Water
50m Contours
River Line
10m Contours
Summits

Motorway
Primary
A Road
B Road
Minor Road
Local Street
Private Road
Pedestrianised Road
Routable Network
Motorway Junction Points
Motorway Service Areas
Car Parks
Roundabouts
Traffic Count Points
Traffic Count Network
Accident Points
Rail Lines
Rail Stations
Non National Rail Stations
Underground Stations
Airports
Electricity Transmission Lines
Coach Hubs
Ferry Ports
Light Rail Stations
Bus Stops
Metro Access Points
Rail Stations Volumes
Underground Stations Volumes

Benefits

- Full data in your hands to exploit as you see fit
- Standard enforced throughout
- Official URI's to allow linking to external sources
- Built using the latest 2012 source data
- Full documentation including data dictionaries
- Rolling updates and enhancements
- Minimal restrictions on use cases
- Customer service direct from data experts

Location Planning

Hyper Local Marketing

Internal SaaS
applications

Enterprise Data
Warehouse

Customer Facing
Websites

ERP/Logistics Systems

Business Information
Systems

Internal Service Bus

.csv .tab .txt
.shp .xls .json
.mdb .xml .htm
.kml .sav .dxf
.spss .doc .gdb
.pdf .rar .zip
.gz .bak .html
.sas .rtf

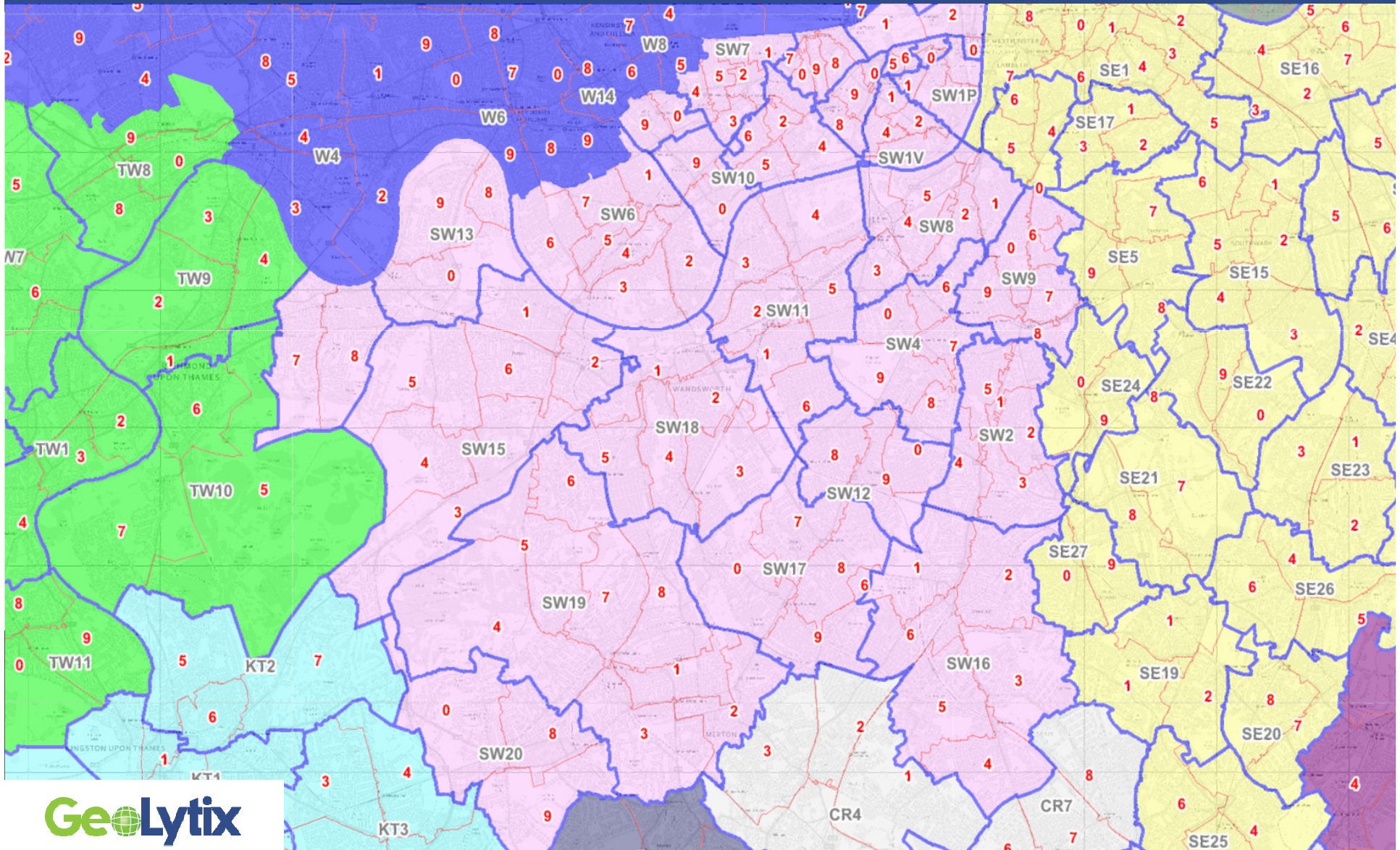
“ | ‘ ^ % * : ;

OSGB WGS84
Irish Grid

slivers, gaps, dangles, overshoots,
doubles, spikes, bowties, edge
matching, unclosed polygons,
self intersects, node orders,
overlaps, missing links, missing
nodes, attribute errors

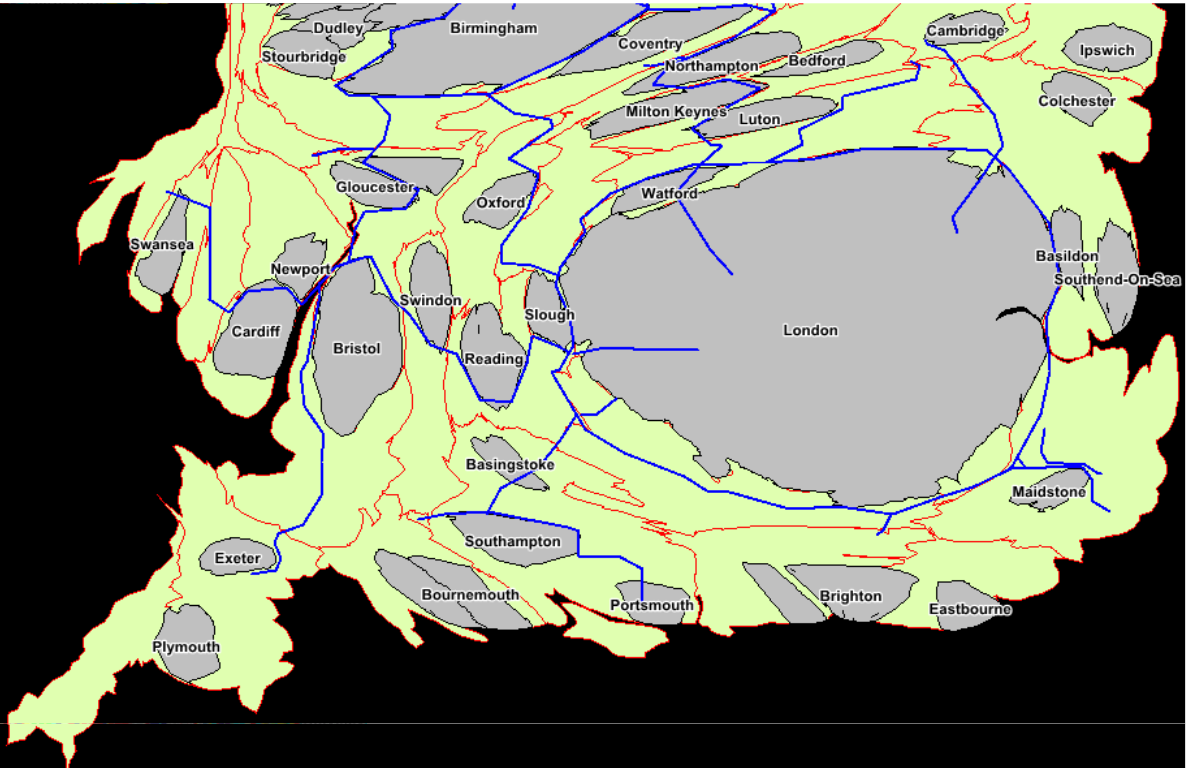
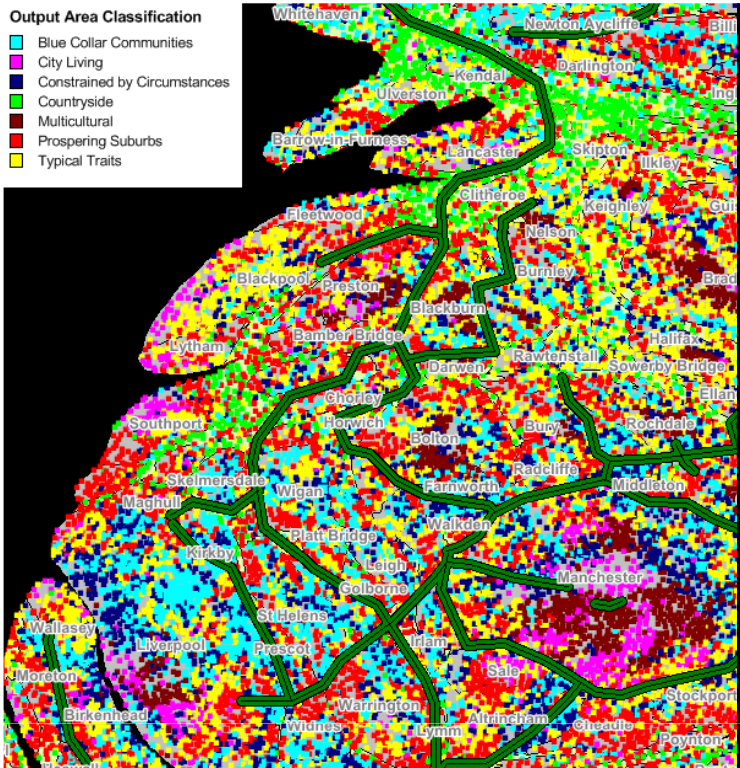
Postal Boundaries

High resolution postal boundaries combining exceptional 'enclosure' accuracy with boundaries that follow real-world features.



Output Area Classification

- Blue Collar Communities
- City Living
- Constrained by Circumstances
- Countryside
- Multicultural
- Prospering Suburbs
- Typical Traits



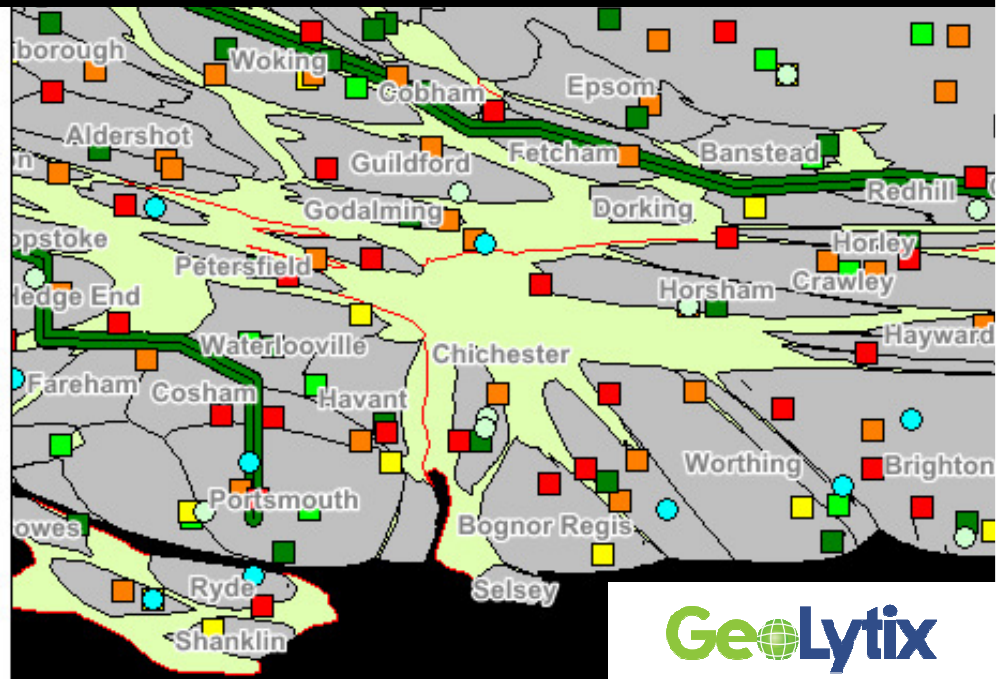
Cartograms

A full set of vector map layers in 'Customer Demand' space; great for illustrating demand and supply dynamics.

Retail Locations

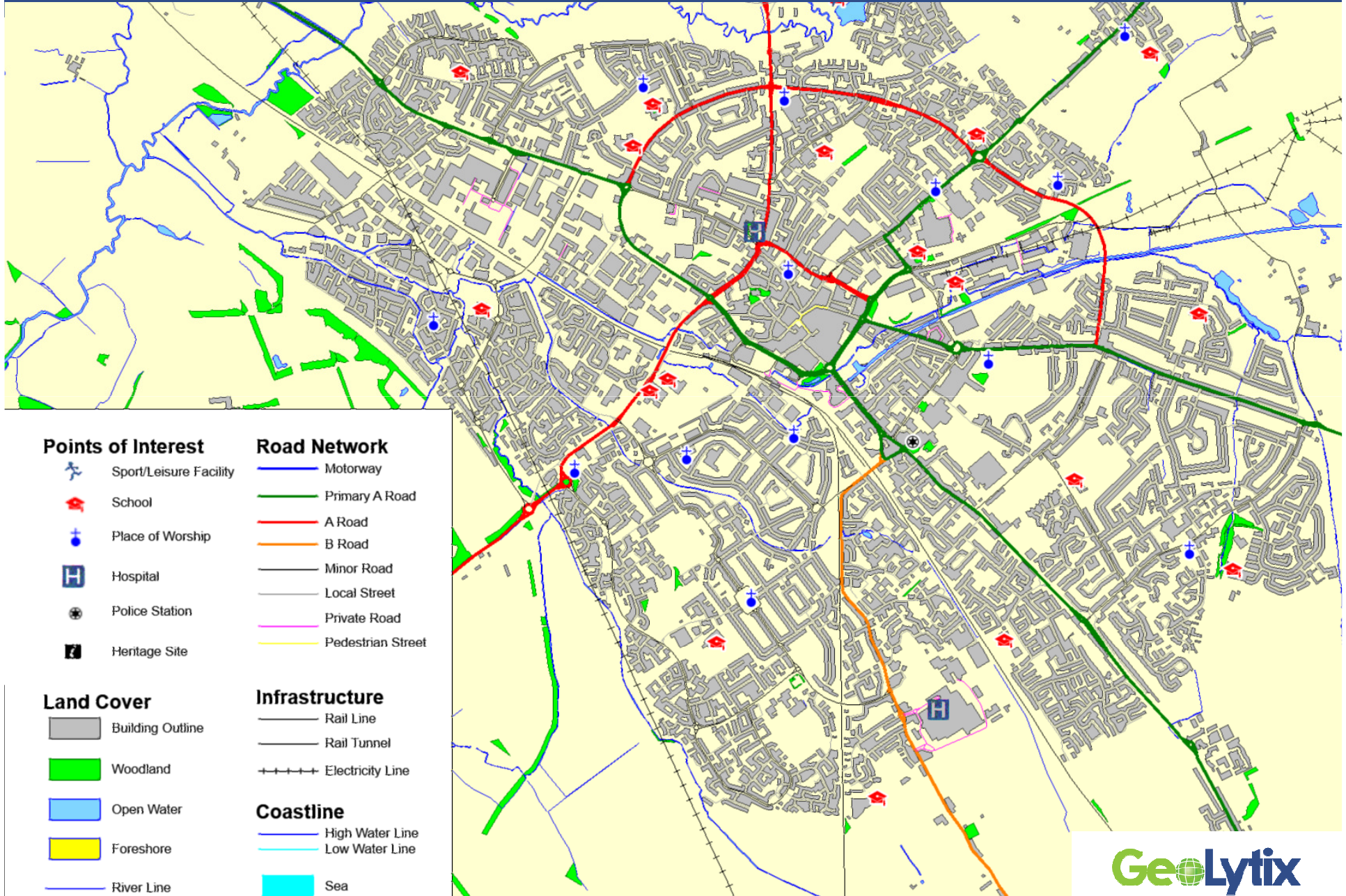
12,000+ sq ft Grocery Stores

- Aldi
- Asda
- Asda N
- Asda SC
- Booths
- Co-op SM
- Costcutter
- Lidl
- M&S
- M&S SF
- Morrisons
- Ron Ramsdens
- Sainsburys
- Tesco
- Tesco Extra
- Tesco Metro
- Waitrose
- Waitrose F&H



Base Vector Mapping

Wonderfully detailed vector data for UK styled, cleaned, processed and ready to go. Stunning vector map base

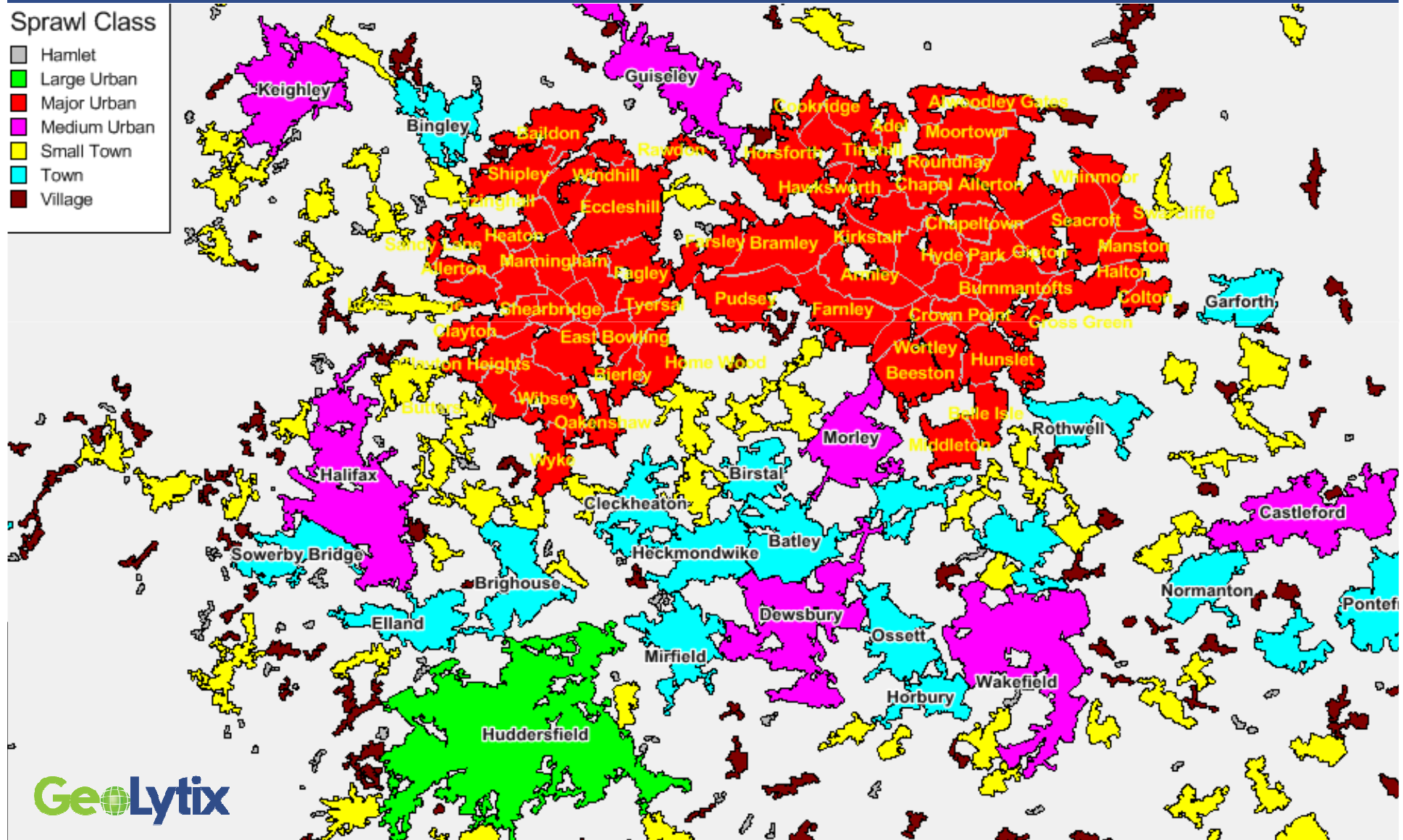


Sprawls & Locales

A precise and intuitive set of named 'places' across the UK richly attributed with data. Ideal base for UK wide analytics and benchmarking.

Sprawl Class

- Hamlet
- Large Urban
- Major Urban
- Medium Urban
- Small Town
- Town
- Village



A Growing Resource

2012 Customer Expenditure – Planned for March 2013 with 2011 Census and LCFS data

Convenience	Food, BWST, 'Non-edible' food, personal care	Channel Home/Work
Comparison	Apparel, homewares, white and black goods, DIY & Gardening	Channel
Catering	Eating and drinking out, takeaways	Channel Home/Work
Leisure	Gambling, paid admission, participation fees	Channel
Services	Communications, financial, personal services	Channel

User Based Pricing

Volume Based Pricing

Tiered Services

CPU/Core based

Server Licenses

Value Based Pricing

Access to Service
Charges

Use Based Licenses

Turnover Charging

Site Licensing

Mille-feuille

- Accessed...
 - ...as part of a service-led project
 - ...under an enterprise level agreement
 - ...salad-bar style
- Never knowingly undersold*
- Do what you want as long as it remains internal business use
 - Includes sharing or selling extracts and outputs with partners, customers and suppliers
- Annual right to use with updates

Lets have a look