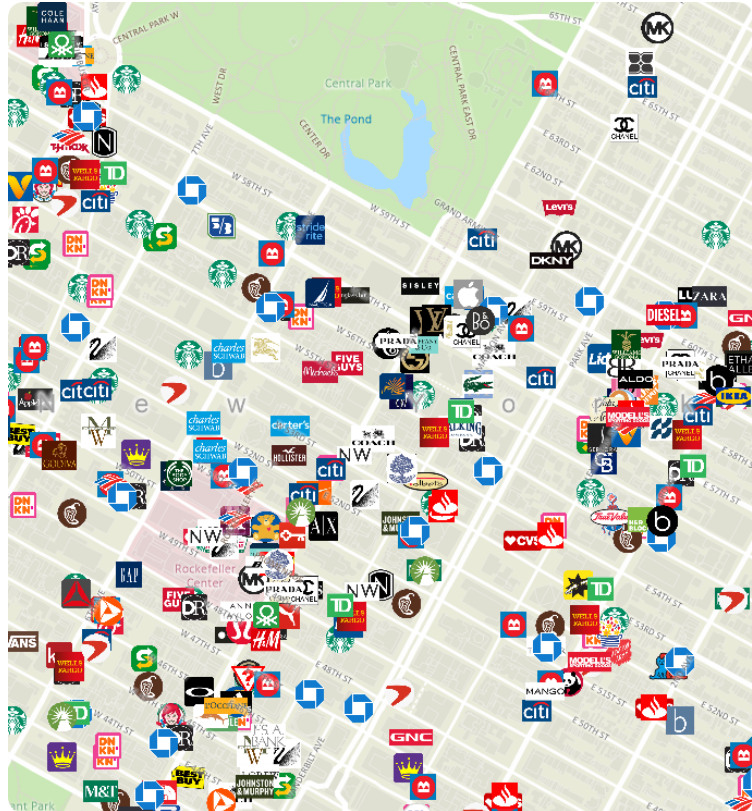


Caliper Business Location Data

Point files with the locations for most of the largest businesses are now downloadable for free to users of the latest version of Maptitude. Don't have the latest version of Maptitude? [Purchase or upgrade to the latest version of Maptitude](#) to use this premium data.

The download includes point layers for automotive, bank, cellular phone, convenience store, gas/petrol, grocery, hotel, pharmacy, restaurant, and retail chains. The United States business layers are updated annually, and we periodically update layers for Australia, Canada, United Kingdom (and Ireland), and Europe. These business location layers are perfect for site location, competitive analysis, routing, and real estate reports. Most of the layers have company logos.

Maptitude includes a vast amount of business-critical data at no additional cost. Maptitude includes demographics, boundaries, streets, and the most accurate ZIP Code/postal boundaries available.



Download the Business Location Layers
(Most recent version of Maptitude required)

Buy/Upgrade Maptitude
(Required to download the business layers)


REQUIREMENTS:	Requires the most recent version of Maptitude and a USA, Canada, United Kingdom, Australia or Europe Country Package.
USING THE LAYERS:	You can add any of these layers to a map by choosing Map>Layers , clicking Add Layer , browsing to the install folder, typically c:\ccdata, and choosing the layer(s) that you would like to map.
ABOUT THE DOWNLOAD:	The install codes and instructions for downloading are emailed after the shipping confirmation email. Download orders received after 3pm are usually processed the same business day, but may be processed on the next business day, excluding US federal holidays.

Tips and Tricks for Using the Business Layers

Our monthly newsletter and website have tips and tricks to help users effectively use the data. We have included some relevant tips below for your reference.


Downloading the free business layers for Maptitude

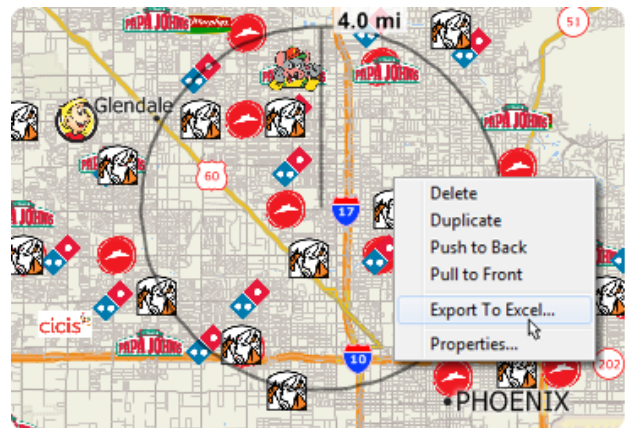
The business point of interest map layers are accessible as a free download. In this tech tip we describe how to install the layers and add them to a map.

1. Download the data from the [Caliper Store](#). NOTE, you must have the most recent version of Maptitude and a USA, Australia, Canada, Europe, or United Kingdom Country Package in order to download the layers.
2. Once the files are downloaded, click **OK**, and then click the **Install** button. Follow the prompts to install the layers.
3. To add one or more of the layers to a Maptitude map, open the map, choose **Map>Layers** or click  on the Standard toolbar, and click **Add Layer** in the Layers dialog box.
4. Browse for the folder where the downloaded data are located (e.g., c:\ccdata). Within this folder will be several subfolders by category (e.g., Automotive, Grocery, Restaurant). Choose one or more of the POI data layers from these folders, and click **Open** in the File Open dialog box.
5. Maptitude adds the layer(s) to the map. Close the layers dialog box to see the layers on the map. Note, you may have to zoom in or turn off autoscaling if your map scale is outside of the autoscale settings for the layer(s) you chose. You can turn off autoscaling in the Display Manager by right-clicking on a layer and choosing **Show Layer** or by clicking the red magnifying glass icon next to the layer.


Performing a Drive-Time & Radius Analysis Using the Layers

When you have added one or more business layers to your map as described in the above Tech Tip, you can then perform a drive-time and radius analysis on those layers.

Using the Drawing Toolbar (**Edit>Drawing>Toolbar**) you can use the Freehand Radius  tool to click and drag a circle or to single click and enter a radius. You can then right click on the circle and choose **Export to Excel**. The resulting report will contain a demographics (overlay) sheet, and sheets for each store layer showing the attributes of the stores as well as the straight-line distance and travel-time from each location to the circle center.



If you do not want a certain layer to appear in the report then you can turn the layer off in the Display Manager (e.g., Hide the City/Town layer before exporting to Excel to exclude city/town information).

You can also perform a drive-time analysis using drive-time rings. Using the Drive-Time Rings toolbar (**Tools>Routing & Directions>Drive-Time Rings**) you can create a drive-time ring around your target location. You can then make the new drive-time layer the working layer and click  on the Standard toolbar. The resulting Excel file will contain a sheet for each business layer showing exactly which features are within the drive-time study area.



Caliper Business Location Data

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