

Gartner has stated that CIOs rank business intelligence as their number one priority.

Unfortunately, businesses often lack the necessary tools to transform their data into intelligent business information. Tabular reports, spreadsheets, and simple graphics cannot convey the information that is embedded within your data.

Data visualization is the key to unlocking the door to business intelligence within your organization. VBIMaps reveals the story within your data by empowering your key decision makers to ask the right questions and visualize the answers.

Put the power of VBIMaps™ to work for you.

Points of Interest Maps



See your business locations relative to other points of interest, such as roads and waterways. Drill down to see the details or zoom out to include all locations within a user specified radius.

With **VBIMaps**, you don't just see information, you interact with it by using filters and controls to focus on what's important, such as:

- Leased vs. owned facilities
- Locations with highest salaries
- Locations with highest energy costs

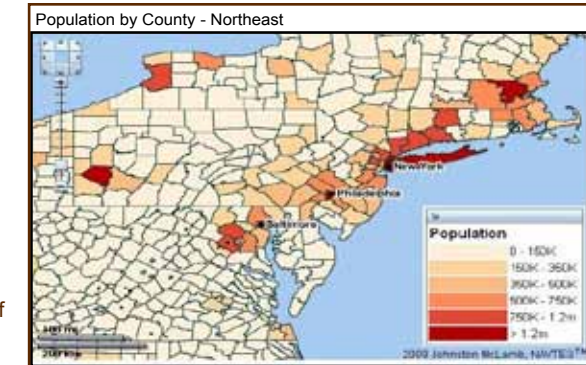
Now you're in control. Cut through data clutter and reveal the true story within your data.

Thematic maps tell a story about a place. At a glance, you can instantly see spatial variations within your data. Use built-in controls to govern the information being displayed and the areas of interest to you, such as:

- Financial performance
- Sales performance
- Customer feedback

Now you can put this powerful tool for analyzing visual information where it belongs - directly into the hands of decision makers.

Thematic Maps



Your data is telling a story. Do you know what that story is?

Advantages of VBIMaps

- Rapid Implementation - Be up and running in 10 weeks.
- Adaptable to any Data Source - Map data from Oracle or any other source.
- Web Based Architecture - You only need a web browser to use it.
- Highly Interactive - Zoom, drag to different locations, apply filters and controls.
- No Additional Software License Fees - If you already own OAS and Oracle Database.

VBIMaps, Johnston McLamb's visual business intelligence mapping application, puts the power of data visualization at your fingertips. Within 10 weeks, we can reveal the story behind your data.

Put the power of VBIMaps to work for you. ➤

ORACLE®

Johnston McLamb is the 2008 recipient of the Oracle Spatial Excellence Partnership Award.

NAVTEQ

Enrich your maps with data from NAVTEQ, the world's leading supplier of premium digital reference data for maps.

Understand the story behind your data. Make intelligent decisions to meet your mission-critical goals.

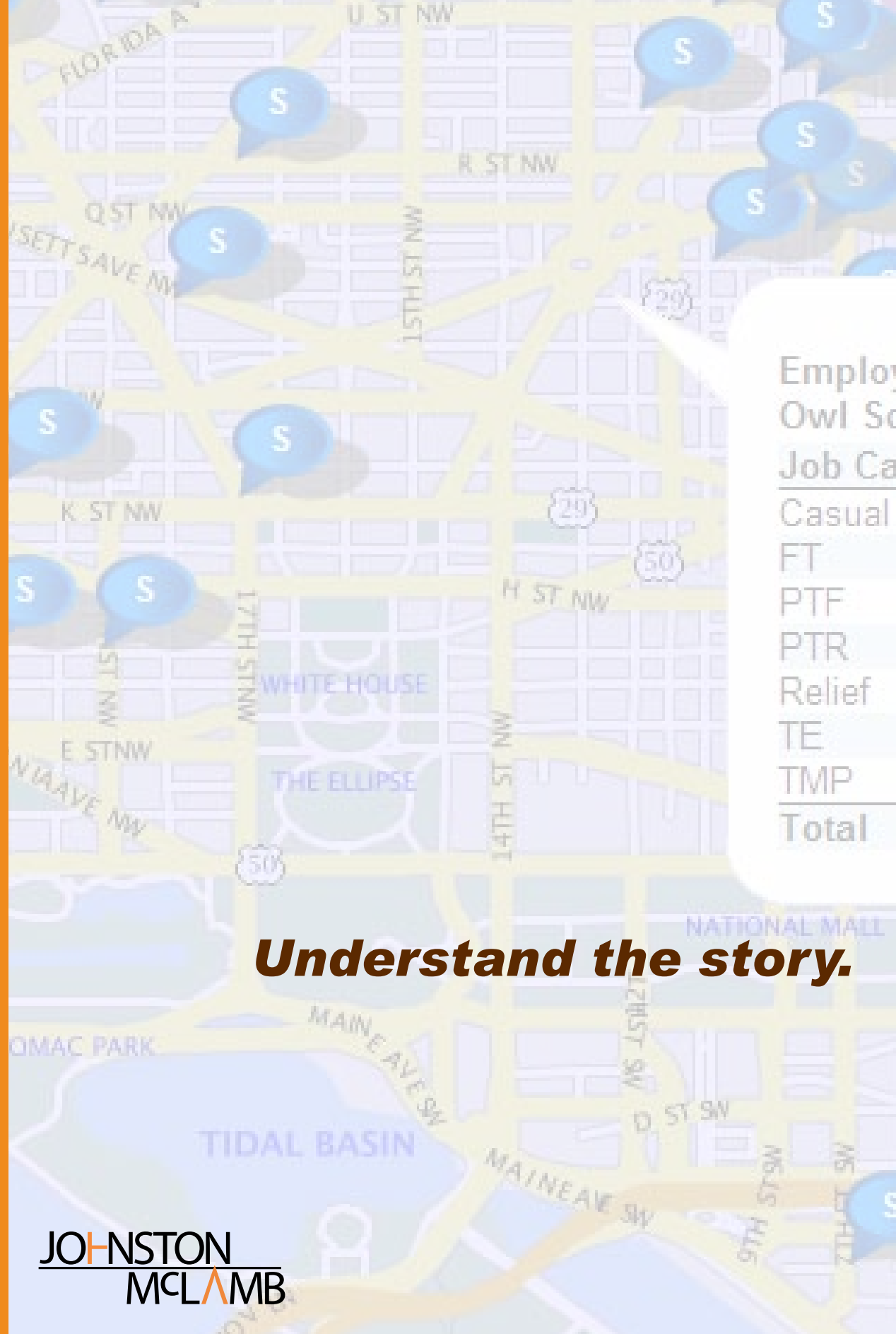
All within 10 weeks.

VBIMaps™

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- Employment
- Owl
- Social
- Job Category
- Casual
- FT
- PTF
- PTR
- Relief
- TE
- TMP
- Total

Understand the story.

**JOHNSTON
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Visionary Consulting. Innovative Technology.