



Using MapPoint Data in Mapitude

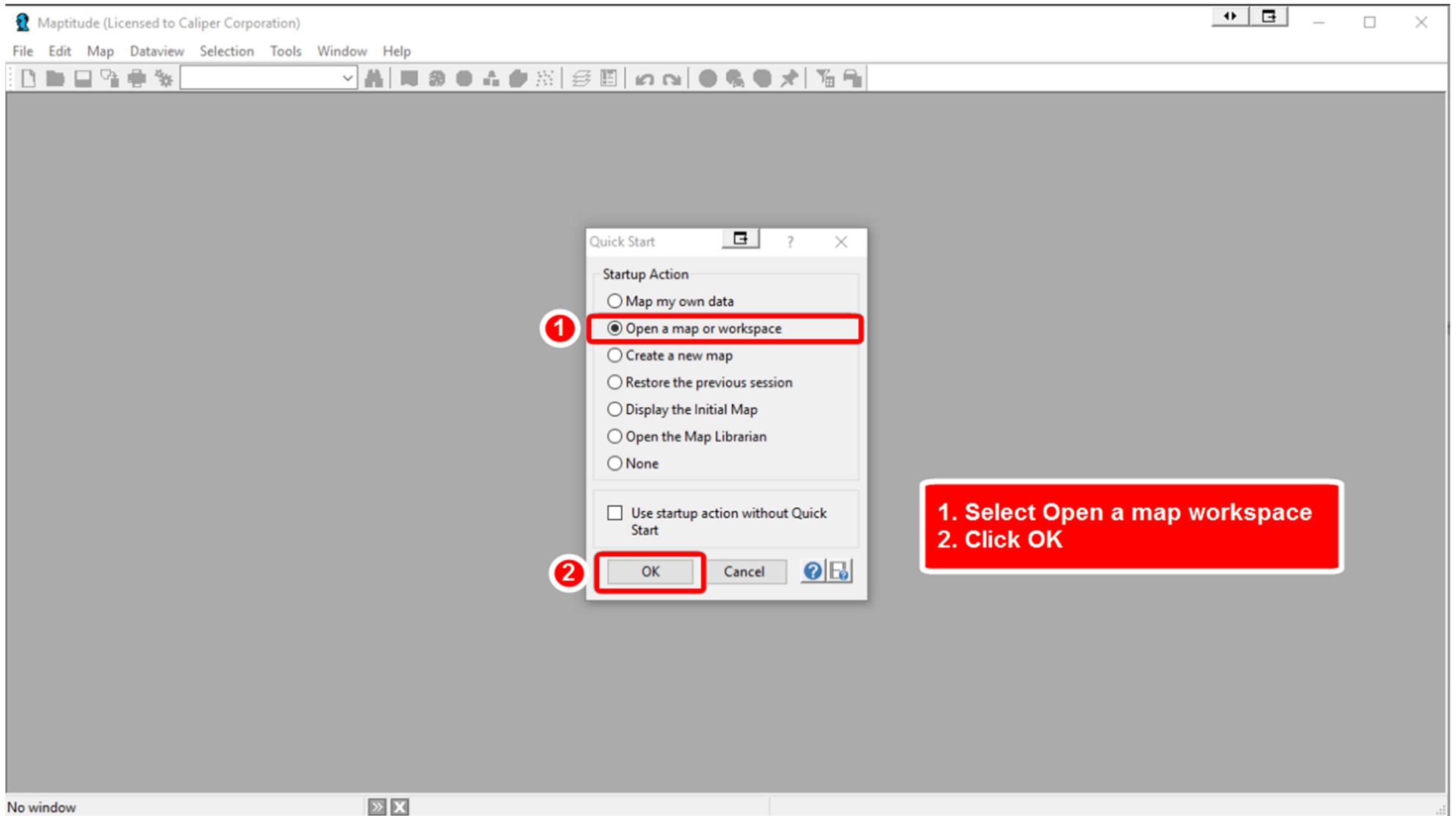
Using MapPoint Data in Maptitude

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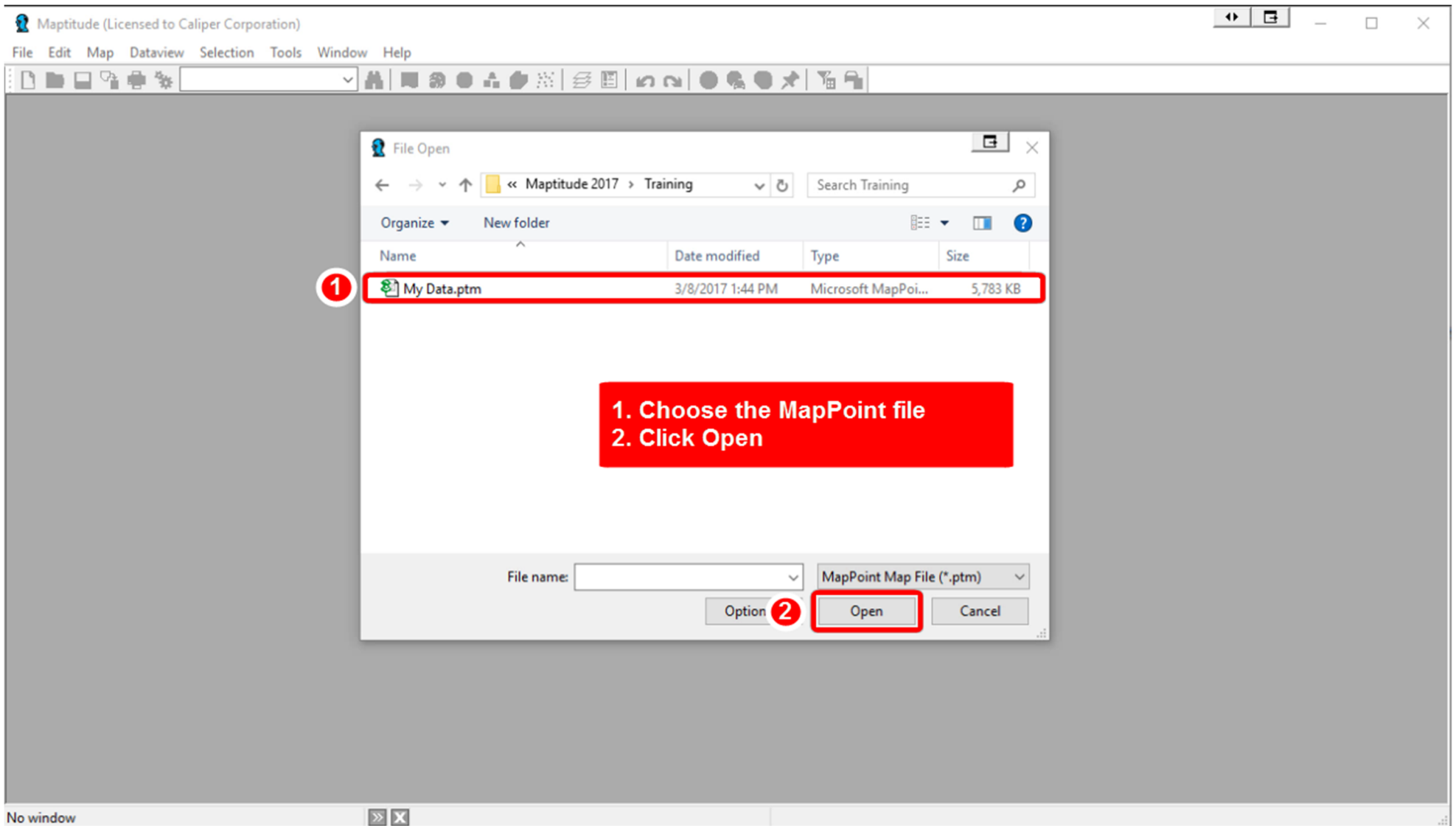
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[Download files used in this webinar](#)

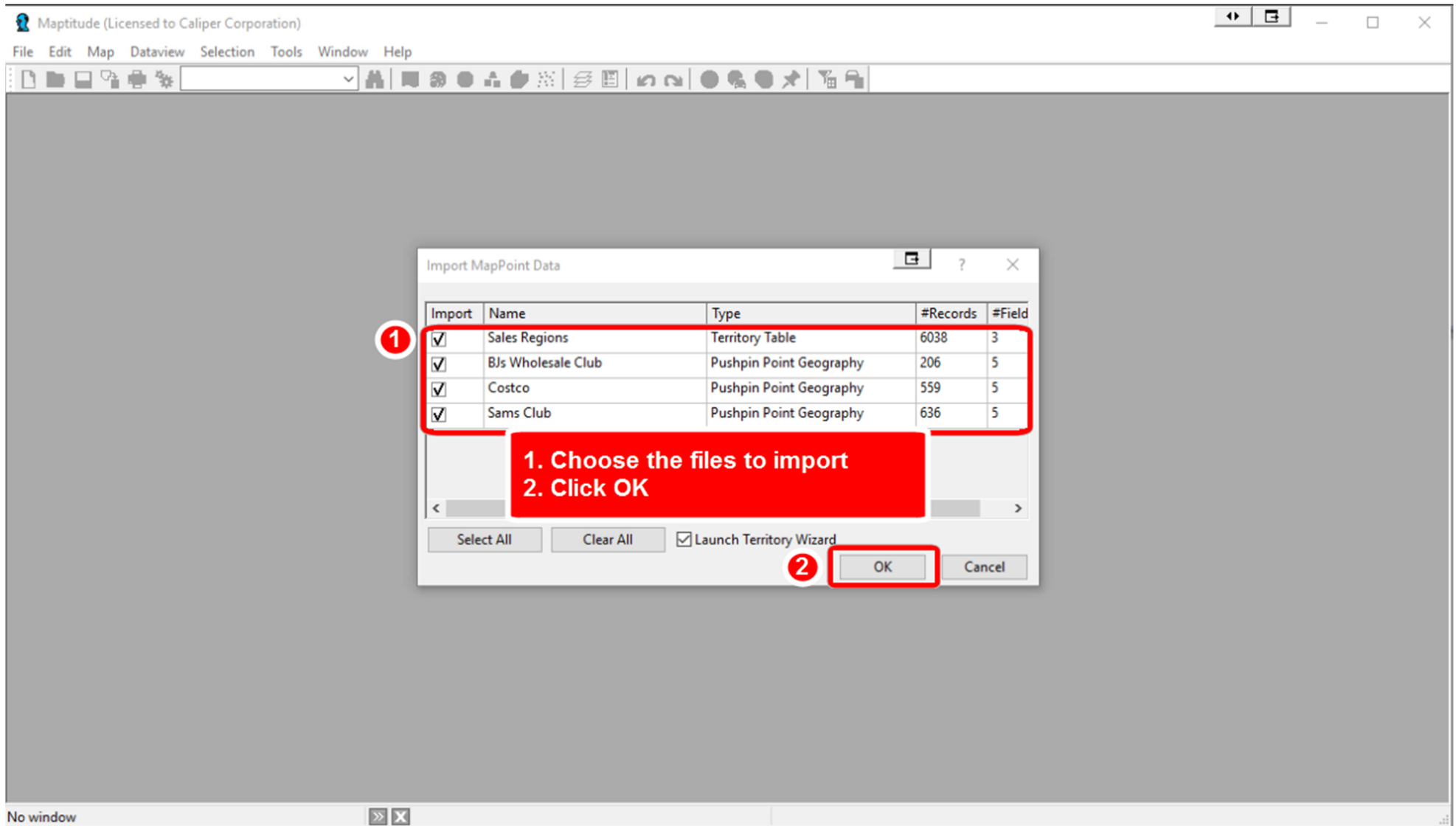
Open MapPoint Data – Step 1



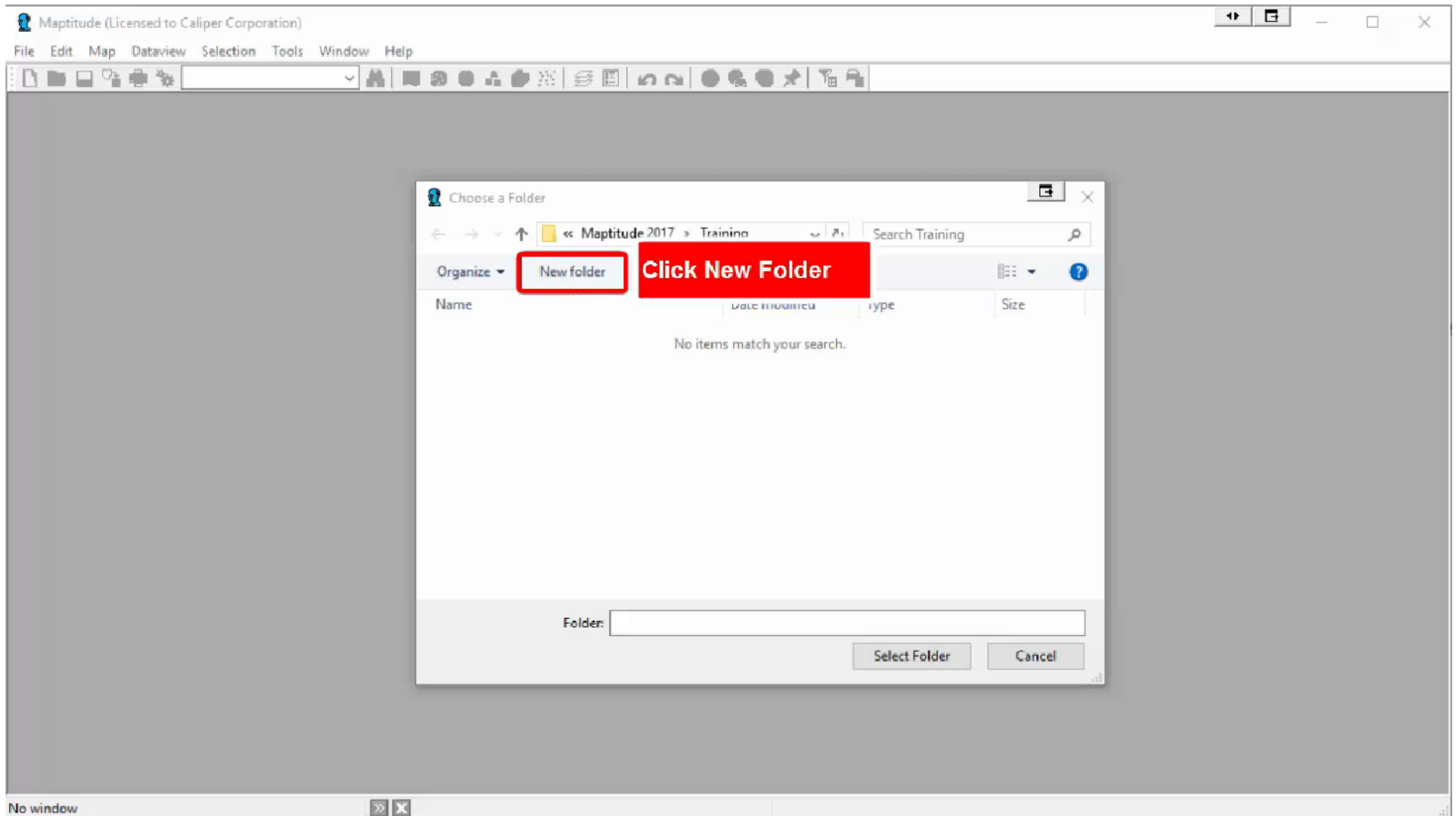
Open MapPoint Data – Step 2



Open MapPoint Data – Step 3



Open MapPoint Data – Step 4 (click to play) [Or click here to launch the video in a separate window](#)



Open MapPoint Data – Step 5

The screenshot shows the Maptitude software interface. At the top, the title bar reads "Maptitude (Licensed to Caliper Corporation)". The menu bar includes "File", "Edit", "Map", "Dataview", "Selection", "Tools", "Window", and "Help". Below the menu bar is a toolbar with various icons. The main window is divided into several panes:

- Dataview1 - Sales Regions:** A table with columns for [ZIP Code], [Country/Region], and Territory. The data is as follows:

[ZIP Code]	[Country/Region]	Territory
1001	United States	Region D
1002	United States	Region D
1003	United States	Region D
1005	United States	Region D
1007	United States	Region D
1008	United States	Region D
1010	United States	
1011	United States	
1012	United States	
1013	United States	
1020	United States	
1022	United States	
1026	United States	
1027	United States	
1028	United States	
1030	United States	
1031	United States	
1032	United States	
1033	United States	
- Map:** A map of the United States and surrounding regions. A red box highlights the "Done" button in the "MapPoint Import" dialog box. A red callout box with white text says "Click Done Maptitude launches the Territory Wizard".
- MapPoint Import Dialog:** A small window titled "MapPoint Import" with a close button. It displays the following text:

Results: C:\Users\tracy.CALIPER\Documents\Caliper\Maptitude 2017\Training\My

3 point databases were imported.
1 territory table was imported.
- Map Legend:** A legend in the bottom right corner of the map area. It includes:
 - World Country (represented by a grey square)
 - BJ's Wholesale Club (represented by a red circle)
 - Costco (represented by a green circle)
 - Sams Club (represented by a blue circle)A scale bar below the legend shows 0, 300, and 600 Miles.

The status bar at the bottom left of the window reads "Dataview: Records 1 - 19 of 6038".

Converting MapPoint Territories (click to play) Or click here to launch the video in a separate window

Maptitude (Licensed to Caliper Corporation)

File Edit Map Dataview Selection Tools Window Help

All Records

Dataview1 - Sales Regions

[ZIP Code]	[Country/Region]	Territory
1001	United States	Region D
1002	United States	Region D

Territory Wizard

Create Territories

- Interactively from areas in a map
- From my territory table
- From my existing area layer
- From my existing point layer

File: C:\...7\Training\MapPoint Import\Sales Regions.bir [Browse...]

From my territory table creates territories that you have defined in a table or spreadsheet. This option requires a field of names or identifiers for the areas (e.g., postal code, state name/abbreviation) and a

Cancel <Back **Next>**

Click Next

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LEGEND

- Country
- olesale Club
- Sams Club

0 300 600 Miles

Dataview: Records 1 - 19 of 6038

Edit a territory (click to play)

Or click here to launch the video in a separate window

The screenshot shows the Maptitude software interface. The main map displays the United States divided into five sales regions: Region A (pink), Region B (light blue), Region C (yellow), Region D (green), and Region E (purple). Various store locations are marked with colored dots: red for BJ's Wholesale Club, green for Costco, blue for Sams Club, and grey for Territories. Major cities like Detroit, Buffalo, Albany, Hartford, and Boston are labeled. The Territory Manager on the left shows a list of territories with their store counts:

Territory	Count
Region A	6
Region B	15
Region C	77
Region D	39
Region E	8

A red box highlights 'Region A' in the Territory Manager. A red callout box with the text 'Right-click a Territory' points to Region A on the map. The map scale is 1 Inch = 123.65573 Miles (1:7,834,827).

Create a theme on your point data (click to play) Or click here to launch the video in a separate window

Mapitude (Licensed to Caliper Corporation)

File Edit Map Dataview Selection Tools Window Help

Territories

Display Manager

- River/Brook/Stream
- Street
- Highway/Freeway
- Railroad
- Time Zone
- Landmark
- World City
- City/Town
- BJ's Wholesale Club**
- Costco
- Sams Club
- Territories

Territory Manager - Sales Regions Territories

Territory: Region A

Select: Any area & prevent overlapping territories

Geography: 5-Digit ZIP Code

Territories: Changes

	Change	Deviation	Percent
Region A			
[Current Stores]	8	--	--
[Competitors]	4	--	--
[Target Households]	617,933	--	--
[Target Persons]	1,015,040	--	--

Map scale: 1 Inch = 123.65573 Miles (1:7,834,827)

MapWizardUSMap.map - Sales Regions Territories

Right-click BJ's Wholesale Club and choose Make working layer

LEGEND

- State
- World Country
- BJ's Wholesale Club
- Costco
- Sams Club
- Territories
- US City Population
 - 500,000+
 - 100,000 to 499,999
 - 50,000 to 99,999
 - 0

Map scale: 0 50 100 Miles

Convert the theme to selections and show one set only (click to play)

Or click here to launch the video in a separate window

The screenshot shows the Maptitude software interface. The 'Selection' menu is highlighted with a red box, and a red callout box contains the text 'Choose Selection'. The main map displays the Northeast United States, divided into five sales territories: Region A (pink), Region B (light blue), Region C (yellow), Region D (green), and Region E (grey). Various store locations are marked with colored dots: red for BJ's Wholesale Club, green for Costco, and blue for Sams Club. Major cities like Buffalo, Detroit, Cleveland, Pittsburgh, Philadelphia, and Boston are labeled. The 'Display Manager' on the left lists various map features, with 'BJs Wholesale Club' selected. The 'Territory Manager' on the left shows 'Region A' selected, with a 'Select' dropdown set to 'Any area & prevent overlapping territories' and 'Geography' set to '5-Digit ZIP Code'. A table below shows data for Region A:

	Change	Deviation	Percent
Region A			
[Current Stores]	8	--	--
Competitors	4	--	--
[Target Households]	617,933	--	--
[Target Persons]	1,015,040	--	--

The 'LEGEND' on the right includes categories for State, World Country, BJ's Wholesale, Costco, Sams Club, Territories, and US City Population (with a scale of 0, 50, 100 miles). The map scale at the bottom is 1 Inch = 123.65573 Miles (1:7,834,827).

Add Streets & Trips Route (click to play) Or click here to launch the video in a separate window

The screenshot displays the Maptitude software interface. The main map shows the Northeastern United States, divided into five sales territories: Region A (pink), Region B (light blue), Region C (light green), Region D (light purple), and Region E (light grey). Major cities like Buffalo, Detroit, Toledo, Cleveland, Pittsburgh, Scranton, Trenton, Philadelphia, Baltimore, Washington, Albany, Hartford, Boston, and Portland are labeled. The map is populated with colored dots representing store locations: red for BJ's Wholesale Club, green for Costco, and blue for Sams Club. A red box highlights the 'Choose File-Open' button in the top-left toolbar.

Display Manager

- River/Brook/Stream
- Street
- Highway/Freeway
- Railroad
- Time Zone
- Landmark
- World City
- City/Town
- BJ's Wholesale Club**
- Costco
- Sams Club
- Territories

Territory Manager - Sales Regions Territories

Territory: Region A

Select: Any area & prevent overlapping territories

Geography: 5-Digit ZIP Code

Territories	Changes	Change	Deviation	Percent
Region A				
[Current Stores]		8	--	--
Competitors		4	--	--
[Target Households]		617,933	--	--
[Target Persons]		1,015,040	--	--

LEGEND

- State
- World Country
- BJ's Wholesale Club
- Costco
- Sams Club
- Territories

US City Population

- 500,000+
- 100,000 to 499,999
- 50,000 to 99,999

BJ's Wholesale Club selection sets

- BJ's - Gas (107)

Map scale: 1 Inch = 123.65573 Miles (1:7,834,827)