



Dear Sirs,

Information plays constantly more important role in the world today. The multiplicity and immensity of information makes it difficult to control all the gathered data, verify and analyse them in a way that would enable us to discern the real nature of a situation. Quick and efficient decision-making and management is possible only when we have access to reliable data which have been appropriately analysed and presented in a clear way.

GEPOL has created a **modern information management system**, which is based on a long experience in data gathering, processing and visualising as well as consulting and making spatial analyses. The system is constructed according to information needs of its users and allows for a deep insight into a company.

CAPABILITIES AND STRUCTURE OF THE SYSTEM

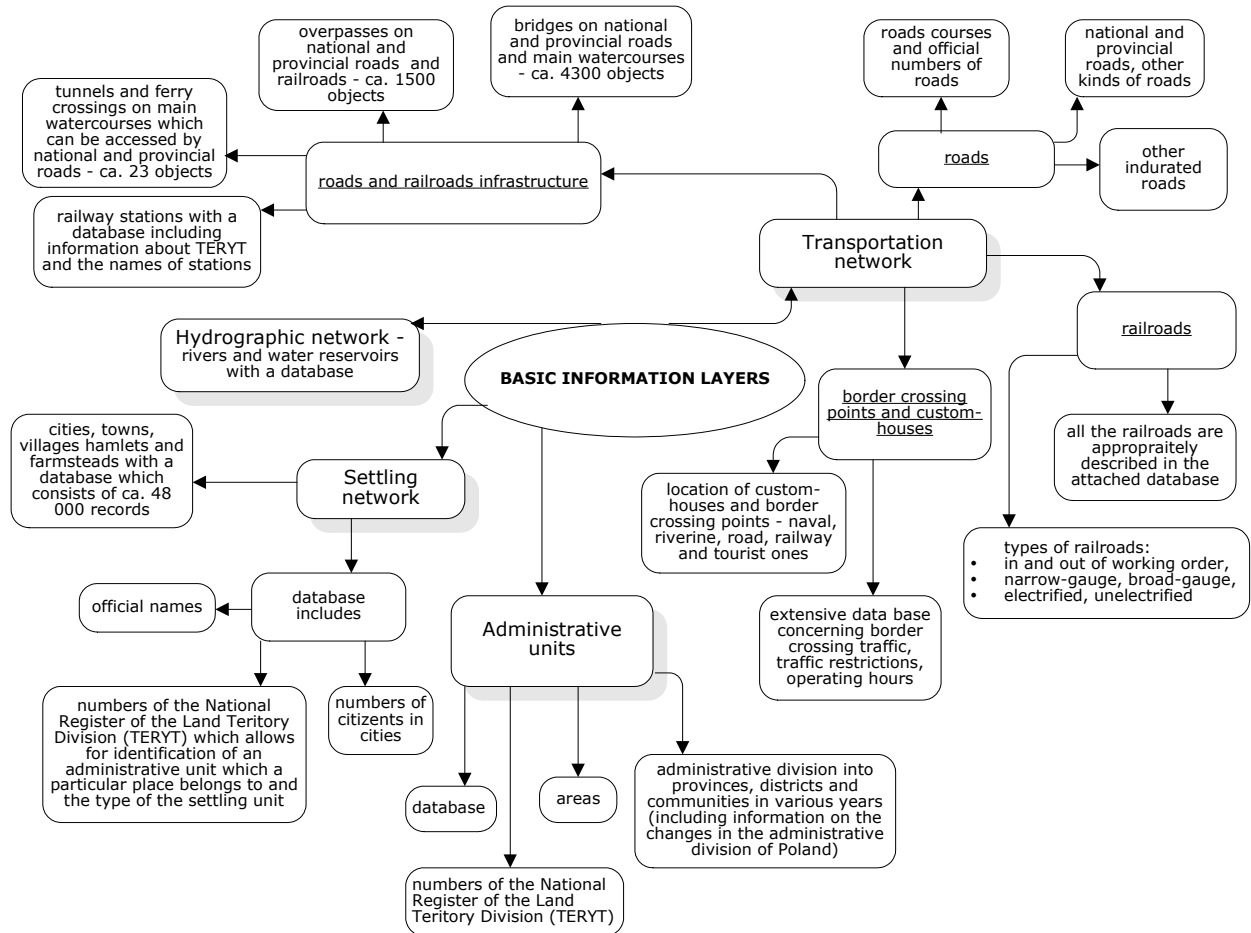
The system, offered by GEPOL Ltd, is a Geographic Information System and it allows **for maximum exploitation of the stored data**, thanks to taking into account the location aspect, which characterizes 85% of the information stored in your databases. Geographic Information Systems have been used for commercial purposes in the United States for many years and recently also in Western Europe.

Integrating information from various sources on a geographic platform and displaying it on a digital map allows for its **clear and legible presentation** and enables you to **easily perceive relations between various**, seemingly unconnected, **phenomena**. The system also facilitates analysing data, because it refers not only to abstracts such as names or numbers but also to real objects and phenomena such as areas, cities, roads, buildings, shops, etc. It enables you to see what has been **"hidden" in names or figures**.

The system offered by our company contains three kinds of information.

- I.** The first kind includes **basic information layers** concerning e.g. transportation, hydrographic and settling network, administrative units, etc. The layers are represented by elements of digital map which are vectored, i.e. one can attach any amount of information to them and use it as a basis for making spatial analyses. The layers constitute basic database, which can be later developed and expanded depending on individual needs and requirements of the system users.

BASIC INFORMATION LAYERS IN THE SYSTEM



II. The second kind of data enables geocoding and includes:

- **address data** – official names of places and postal address numbers which are updated every quarter and include information about all post offices and other units that have their own postal address numbers;
- **TERYT numbers** - numbers of the National Register of the Land Territory Division which is the binding standard of territorial identification for the authorities keeping official records and public administration information systems; TERYT numbers are also used in many records, registers and systems concerning territorial units and allow for integration of the data kept in those systems.

Thanks to this kind of data it is possible to **attach and visualize additional information** concerning e.g. your customers, sales representatives, areas of your or your competitors activity.



III. All kinds of **quantitative and qualitative data** constitute the third type of information in the system.

- Quantitative data, e.g. statistics visualised in the form of digital thematic maps together with the administrative division into provinces, districts and communities. Each administrative unit has an attached database which includes information about the name, TERYT number and the exact value of the visualised feature.

Statistics used for creating digital thematic maps concern:

- territorial division,
 - demographics,
 - labour market,
 - economy,
 - trade,
 - tourism,
 - education,
 - health care,
 - culture and arts,
 - revenues and expenditures of local governments,
 - communications and transportation, etc.
- Qualitative data – we offer a system operating according to either the EKD (European Economic Activity Classification) or PKD (Polish Economic Activity Classification) code – the currently binding division of companies. The system enables its users to select companies and institutions from an extensive database depending on the required activity profile. The data can serve as a basis for conducting such spatial analyses as competition or prospective customers distribution, identifying the number of companies in a particular place and many others.

Every information layer of the system is linked to a database which can be developed and expanded according to the company's development and the users' individual needs and requirements. The additional data may come from internal sources (e.g. accountancy) or any external source.

APPLICATION OF THE SYSTEM IN MANAGEMENT

The system, because of its capability to integrate and visualize data, supports management in many areas from **forecasting, planning and making decisions to controlling** company, arguing and **convincing** other persons (e.g. clients, management, employees).

Spatial analyses may concern:

- distribution of customers, debtors, branches and competitors,
- optimising routes,
- accessibility of clients, raw materials, service points,
- profitability of branches, shops, etc.,
- location of new distribution points, relocation or liquidation of existing ones,
- activity of sales representatives,
- visualization of the market penetration and the market share (on the basis of postcodes),
- indicating prospective markets.

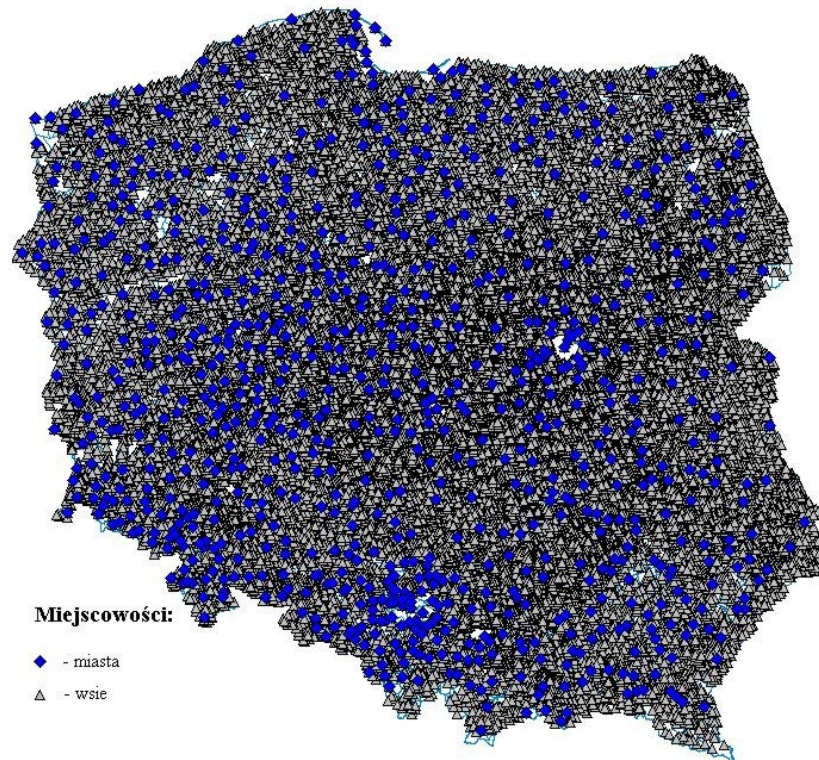


Examples of data visualisation

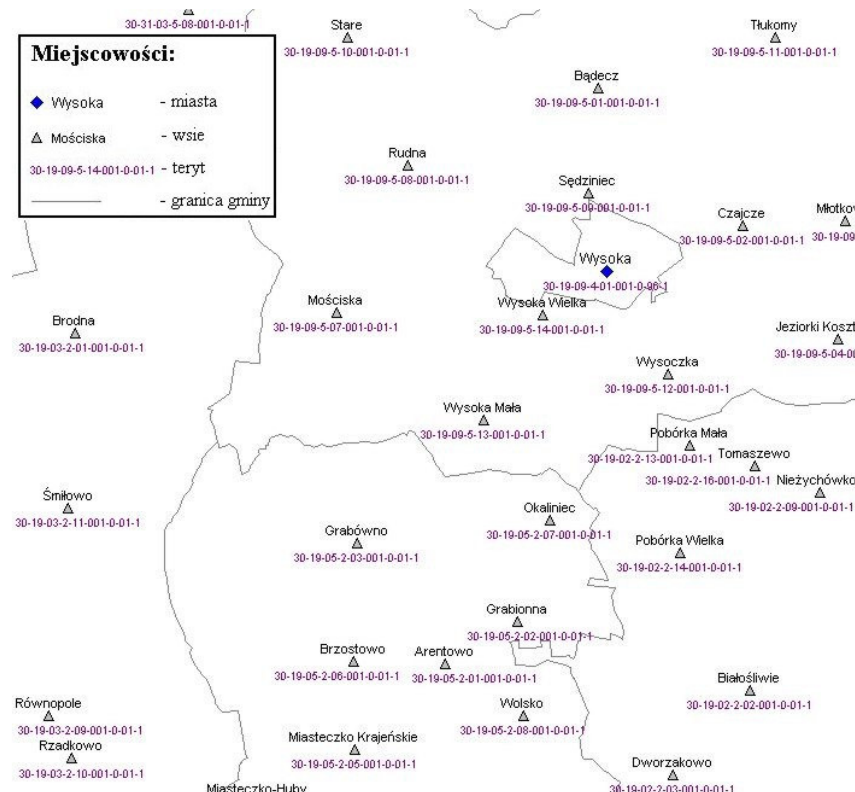
Because the system has an extensive database and allows for joining and comparing various information layers, the user can quickly obtain answers to both simple and complex questions. They can refer to e.g. administrative division, companies, settling network, addresses, etc. By using simple queries „Show/select“ you can:

- see all cities/villages in a particular community/district/province and retrieve information on their number,
- search out offices of local governments,
- search out places by using various criteria: name, number of inhabitants, demographics,
- search out post offices and see post codes,
- search out companies and institutions in Poland by using various criteria,
- search out industrial plants according to EKD or PKD register,
- search out communities/ districts/ provinces of a particular area (in hectares or square kilometres),
- search out places that particular roads pass,
- search out railway stations and overpasses,
- search out border crossing point: naval, riverine, road, railway and tourist ones and select particular type of traffic (e.g. personnel, cargo traffic, small traffic),
- search out custom houses and chambers,
- search out border crossing points with a particular country that are handicapped accommodated,
- search out roads leading to a selected border crossing point and calculate distance from a chosen place to the nearest border crossing point and show estimated waiting-time,
- search out communities with a particular park,
- search out places in a district that have a railway station,
- see hydrographic network of a community/district/province,
- search out water reservoirs or rivers in a community/district/province,
- search out places that a particular river passes or lying by a particular lake/sea,
- search out districts or communities with the biggest number of cities/villages, etc.,
- search out places with cash-dispensers in districts/communities,
- search out roads between place X and Y going through place Z, calculate distance between them and show the shortest, quickest and cheapest way,
- search out bridges, overpasses and ferries on selected rivers,
- search out sectors/segments of planned highways,
- search out railways, stations and calculate distance between them.

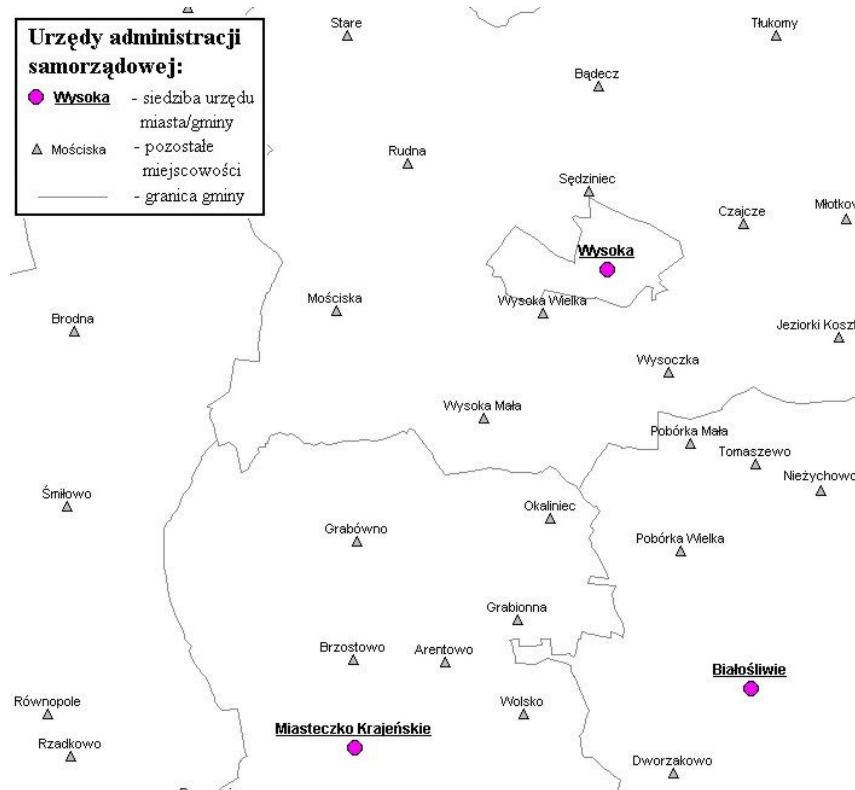
The map below presents all cities and villages in Poland - ca. 48 000 records.



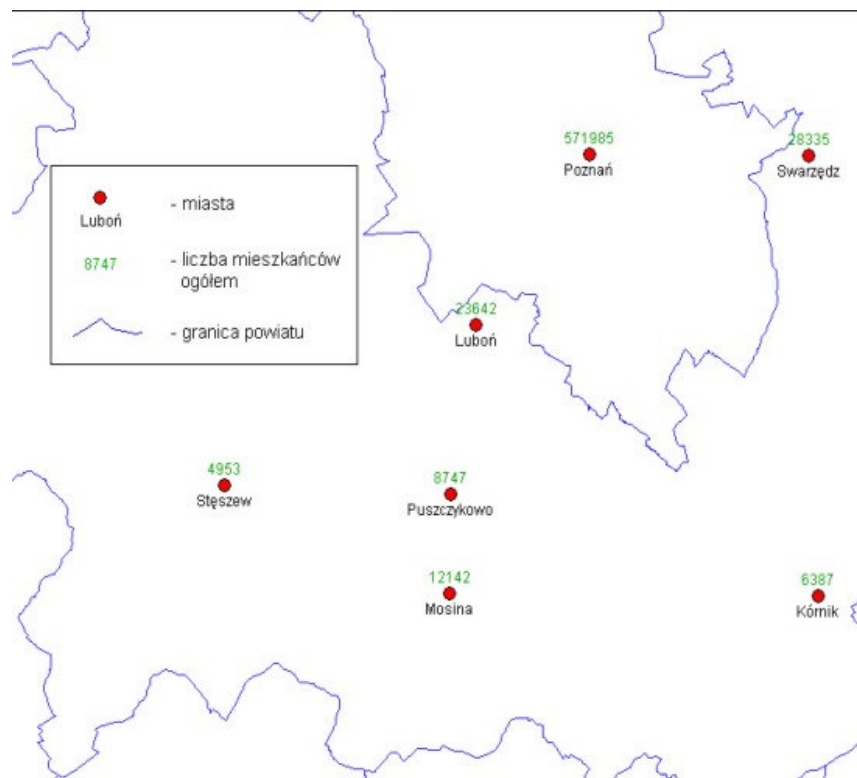
Cities (e.g. Wysoka), villages (e.g. Mościska), their TERYT numbers and the borders between communities



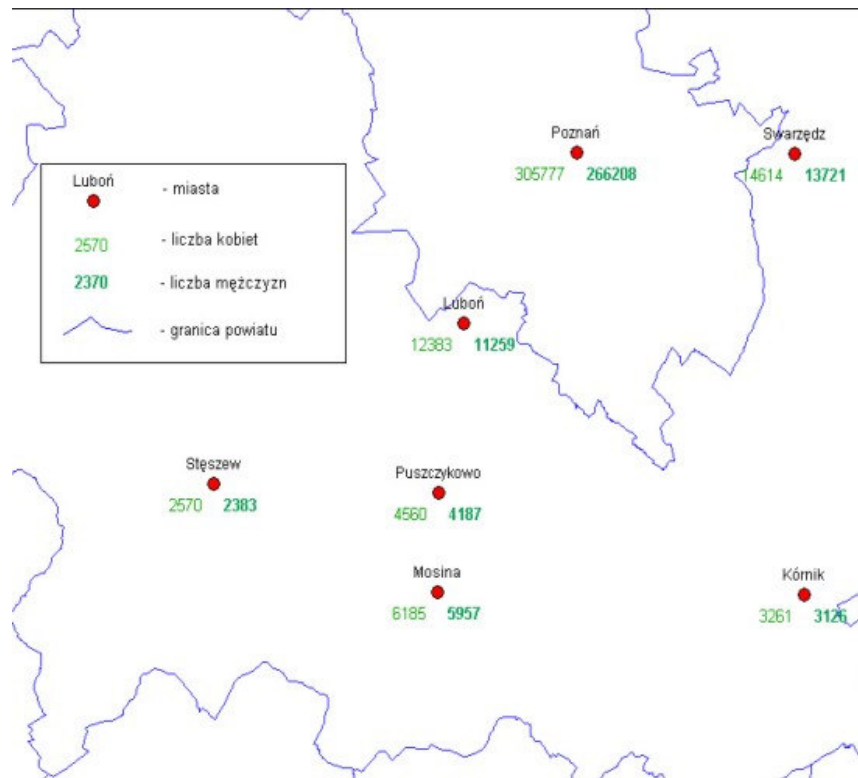
Cities with offices of local governments (e.g. Wysoka)



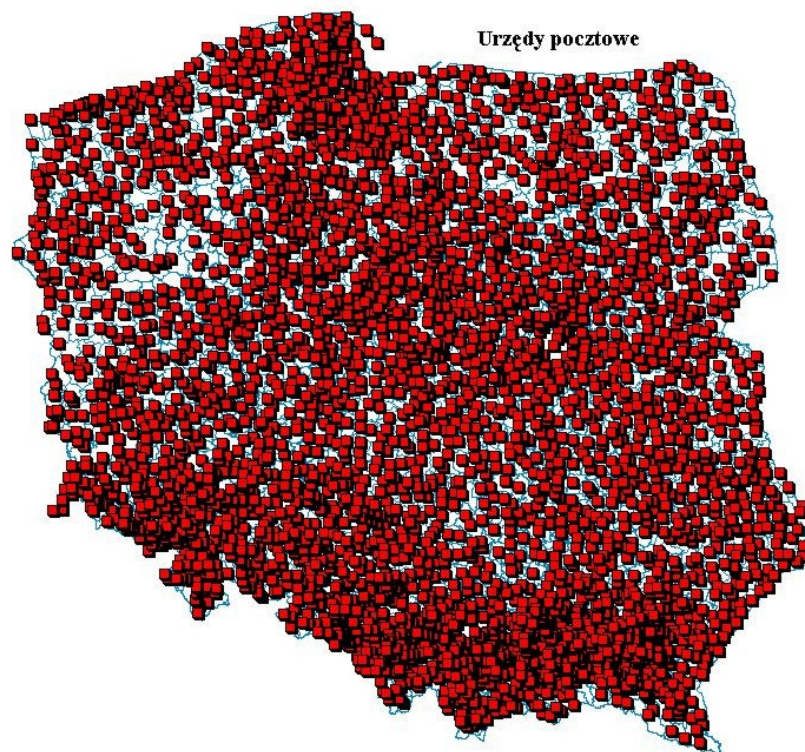
Cities (e.g. Poznań) and the number of inhabitants



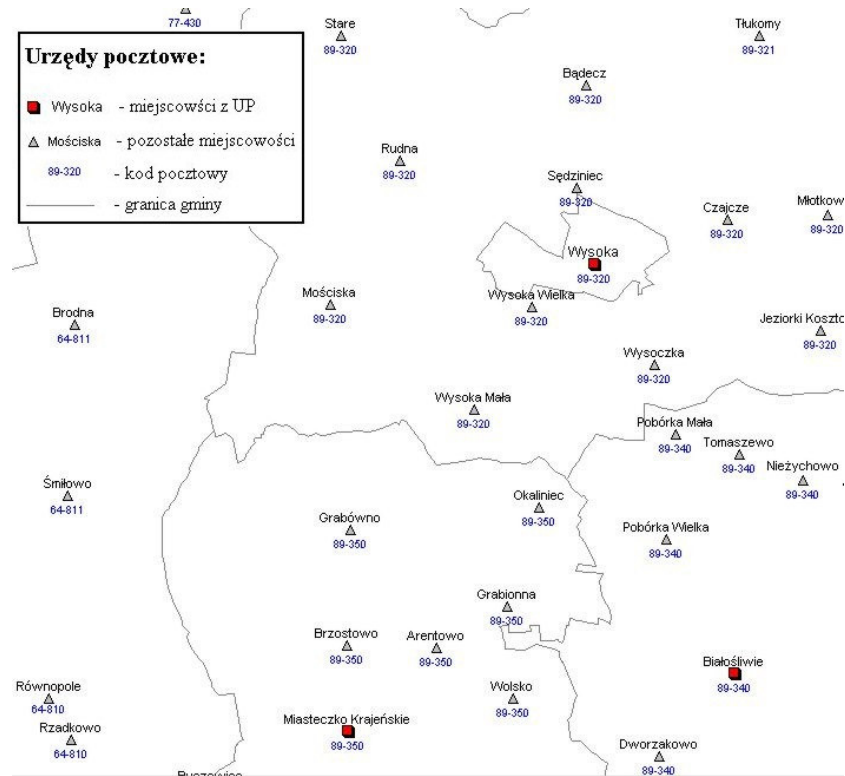
Number of men (bolded font) and women (normal font) in cities



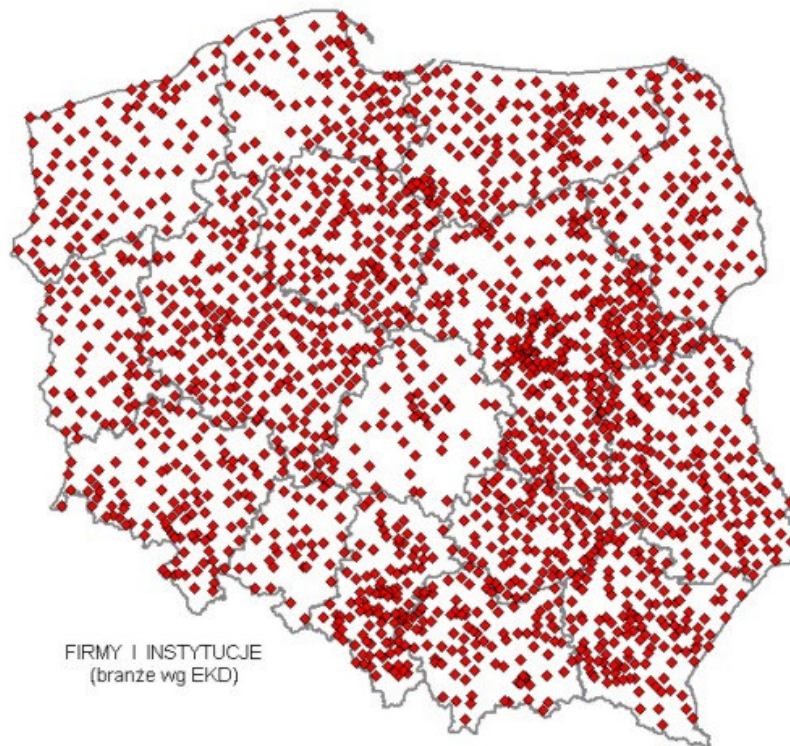
All post offices in Poland



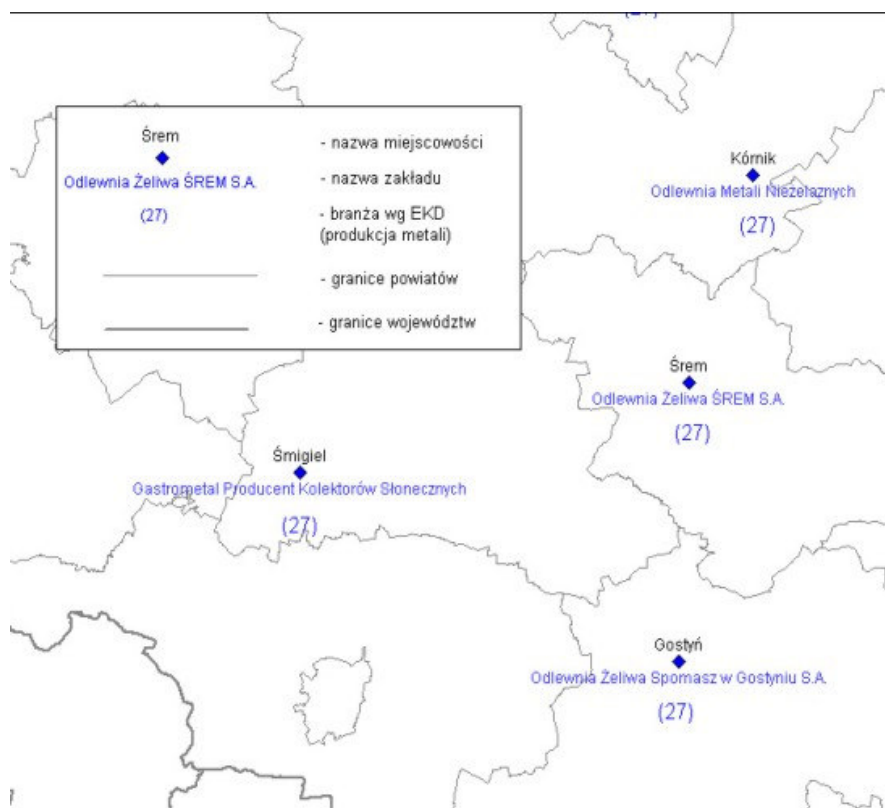
Places with post offices (e.g. Wysoka), post codes and the borders of communities



Companies and institutions in Poland according to the EKD register



Companies producing metals

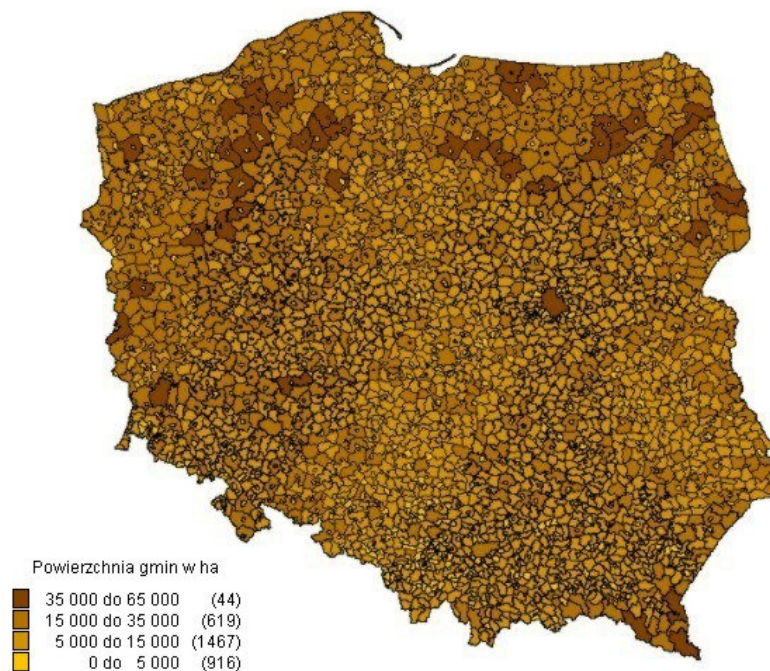


Information attached to the map including company's name, address, phone and fax number, e-mail address, contact person, type of property, number of employees, date of establishment, TERYT number, etc.

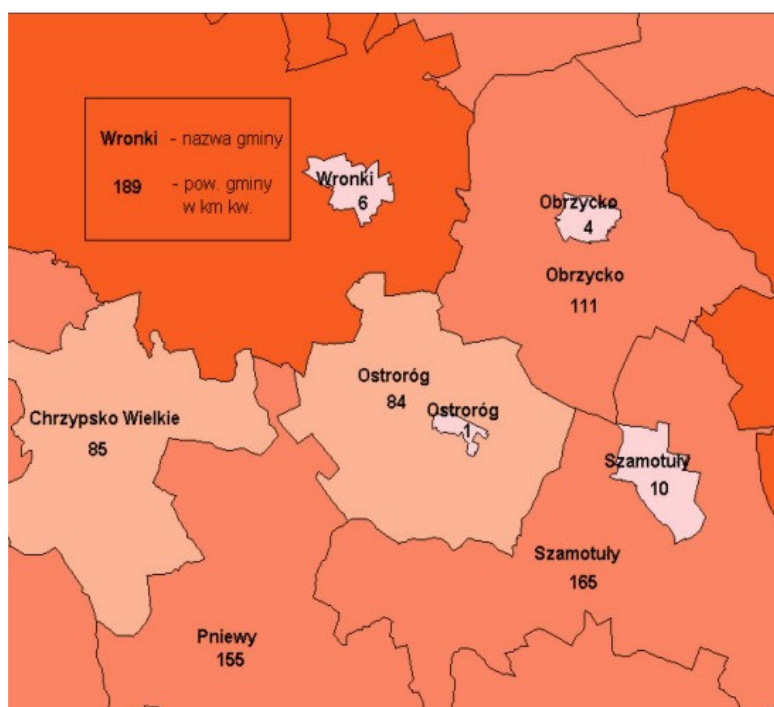
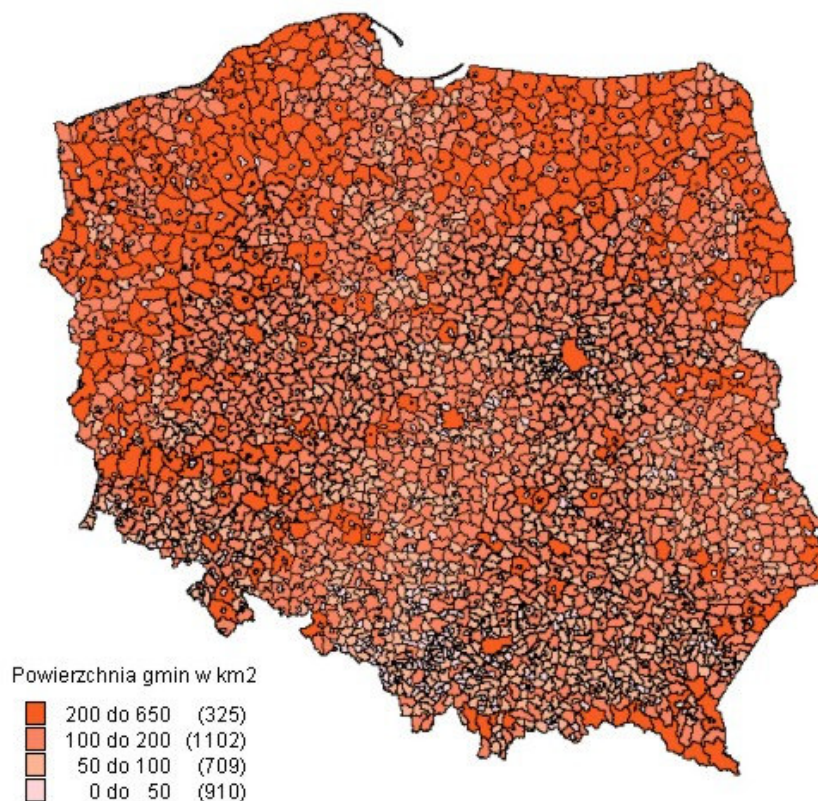
Nazwa:	Zakład Przerobu Drewna DREW Sp. z o.o.
Skrot_nazwy:	DREW Sp. z o.o.
Ulica:	Ostrowska 19
Kod:	63-304
Miejscowosc:	Czermin
Osoba_kontakt:	Jan Kameleon
Wojew:	wielkopolskie
Powiat:	pleszewski
Gmina:	Czermin
Stare_woj:	kaliskie
Telefon:	(62)7417348
Fax:	(62)7421735
E_mail:	Drew@com.pl
Typ_wlasnosc:	prywatna
Forma_prawna:	zakład prywatny
L_pracown:	12
Rok_powstania:	1992
Wg_EKD:	20.1 Cięcie i heblowanie drewna, impregnacja drewna
Oferta_firmy:	tartak
SYMTERYT:	0196210
Teryt:	30-20-02-2-02-001-0-01-1

PRZYKŁADOWA BAZA DANYCH

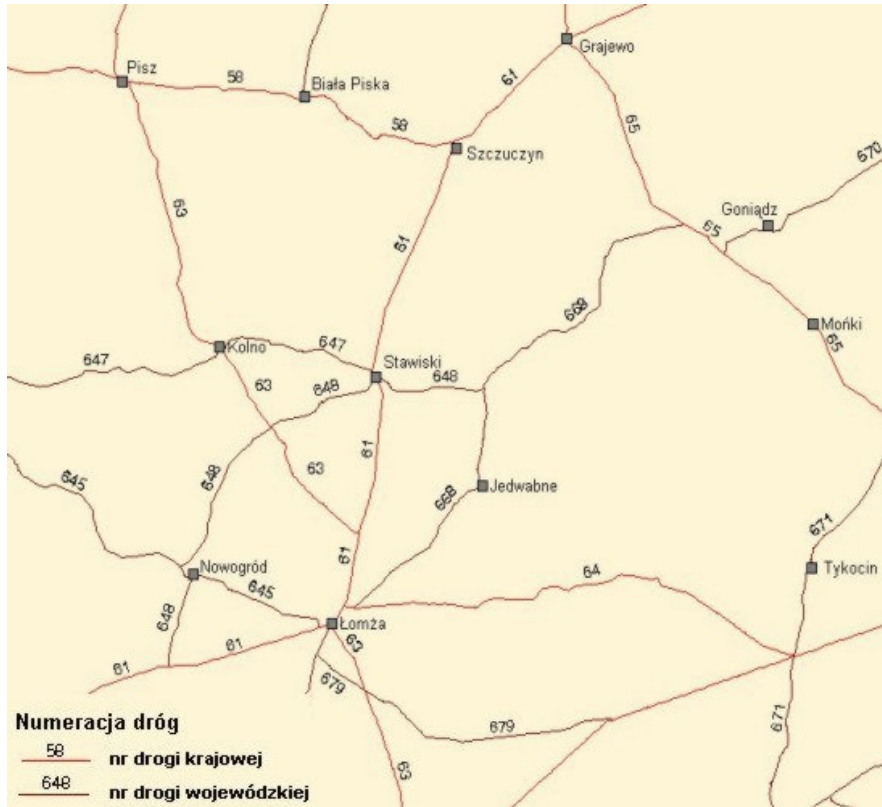
Areas of communities in hectares



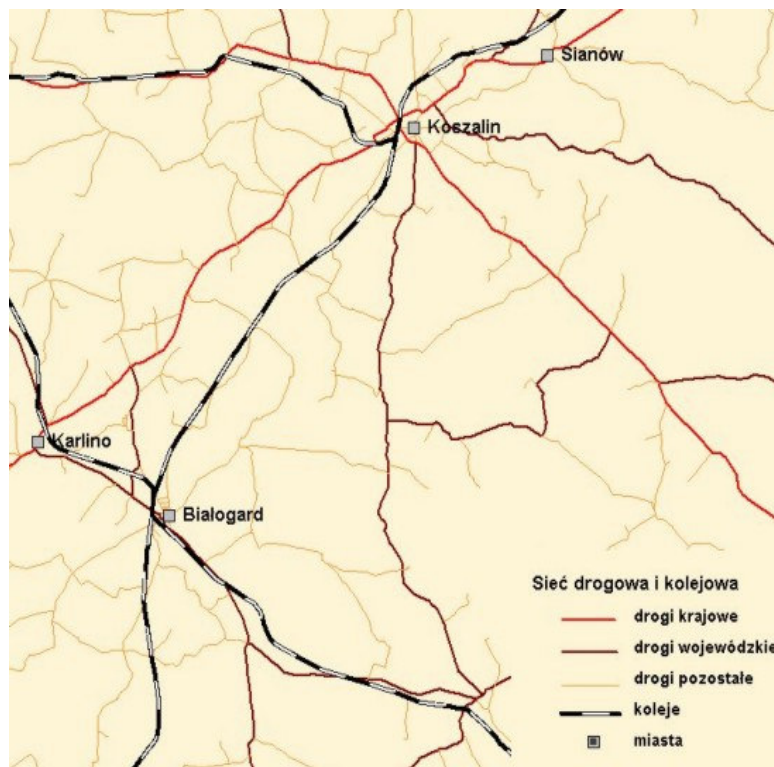
Areas of communities in square kilometres



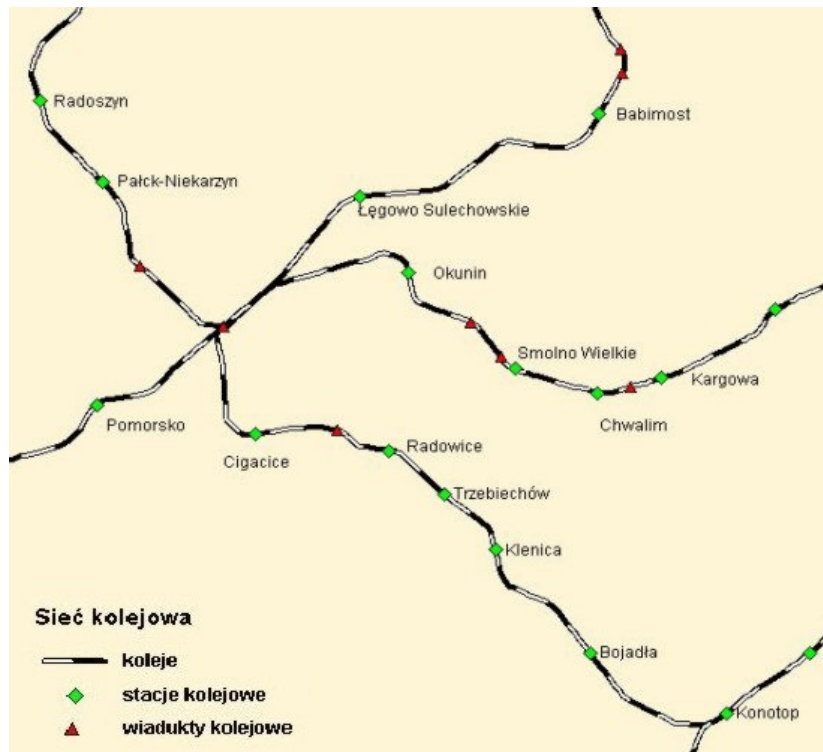
National and provincial roads



National roads (colour red), provincial roads (colour brown) other roads (colour yellow)
railways and cities



Railway stations and overpasses



Border crossing points: road, railway, tourist and the borders





Selected custom houses

Wybrane urzędy celne

	nazwa_ul	nr_ulicy	kod	miasto	telefon
<input type="checkbox"/>	Przyszłości	15a	70-893	Szczecin	0914621807
<input type="checkbox"/>	Portowa	41	78-100	Kołobrzeg	0943525787
<input type="checkbox"/>	Fińska	1	72-606	Świnoujście	0913215130
<input type="checkbox"/>	Skłodowskiej	26	73-110	Stargard	0915770134
<input type="checkbox"/>	Struga	61		Szczecin	0914643008
<input type="checkbox"/>	Celna	2	81-337	Gdynia	0586215405
<input type="checkbox"/>	Młyńska	4	76-200	Stupsk	0598485100
<input type="checkbox"/>	Opiotki	1	80-730	Gdańsk	0583208175

Przejście kolejowe

Teryt: 08-05-05-5-04-001-0-01-1

Nazwa: Kunowice-Frankfurt

Kraj: Niemcy

Woj: Lubuskie

Rodzaj_ruchu_gr: S

mrg: T

Ograniczenia: nie dotyczy

Przejście drogowe

Teryt: 08-02-01-1-01-001-0-96-1

Nazwa: Gubin-Guben

Kraj: Niemcy

Woj: Lubuskie

Rodzaj_ruchu_gr: O

mrg: T

Ograniczenia: bez autobusów

The above examples indicate the capabilities of the system when only basic information is used. If we attach your data to the system, it will be possible to conduct more complex analyses which will be defined by you and will help to answer many questions concerning your company.

Our company has received accreditation of the Polish Agency of the Entrepreneurship Development for providing services that are co-financed within the confines of the „Innovations and Technologies for Enterprises Development” programme. It means that **the services provided by our company can be co-financed** from the Phare programme.

Should you have any questions concerning the solutions offered by our company, please contact us.