

# EasyMap Xplorer: See Your Business Data in a Map! A New Cloud Service for Local Information and Enterprise Location Intelligence on Microsoft Azure

## MICROSOFT AZURE ISV PROFILE: LUTUM+TAPPERT

Lutum+Tappert, a company specializing in Geomarketing and Location Intelligence, integrates maps into business solutions to visualize business data in spatial context. Using maps as kind of a “geographical user interface” makes it much easier to retrieve data and to understand regional impacts. View the map, see the data – share the information!

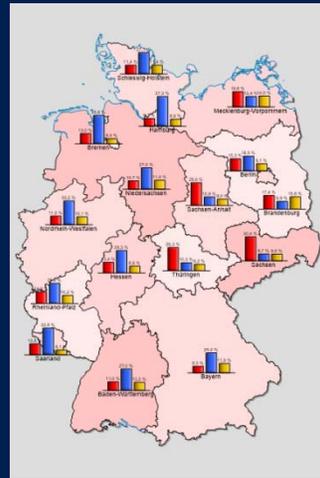
## WHAT WE OFFER



Visualize data in a map!  
Many sales and market data contain local information. Where are customers located? How do sales territories look? Where is the market potential high, where is it low? How can you understand all local impacts on your business without a look at a map?



Your data on a fingertip!  
EasyMap Xplorer provides your data in business maps. Open the map and see the “big picture.” You quickly get an overview. How did the market develop? How did your sales team perform in certain areas? What are the forecasts for different regions? Where did competitors win and where did they lose?



Drill down step by step!  
Just click on the map to discover more details. Navigate from the world map to a specific country, then drill down to a sales territory, click on a city, and finally select one specific customer in that city. Retrieve all data you need for every region or location you want.



Access your business maps any time from everywhere! The EasyMap Xplorer Cloud Service is based on Microsoft Azure. You don't have to install software. No plug-ins are needed. EasyMap Xplorer is easy to use – on desktop computers, laptops, tablets, and smartphones.

[www.EasyMap-Xplorer.de](http://www.EasyMap-Xplorer.de)

## WHAT OUR CUSTOMERS ARE SAYING

“The maps of Lutum+Tappert’s EasyMap Xplorer provide a perfect overview of sales and market data, broken down into sales territories and micro-geographic areas.” – Dr. Ralf Weidemann, Sales Director Germany, Pierre Fabre Pharma GmbH

## LEARN MORE

See EasyMap Xplorer live on our Roadshow 2015! Find locations and dates on [www.geomarketing.de/roadshow2015](http://www.geomarketing.de/roadshow2015).

# Microsoft Azure

Microsoft Azure is an open and flexible cloud platform that enables you to quickly build, deploy, scale, and manage applications across a global network of Microsoft data centers. You can build applications using multiple languages, tools, and frameworks.



## KEY USE CASES

### WEB APPLICATIONS

Build anything from lightweight websites to multi-tier cloud services that scale up as your traffic grows.

### CLOUD STORAGE

Rely on geo-redundant cloud storage for backup, archiving, and disaster recovery.

### BIG DATA & HPC

Get actionable insights from your data by taking advantage of a fully compatible enterprise-ready Hadoop service.

### MOBILE

Accelerate your mobile app development by using a backend hosted in Microsoft Azure. Scale instantly as your install base grows.

### MEDIA

Create, manage, and distribute media in the cloud – everything from encoding to content protection to streaming and analytics support.

## FLEXIBLE APPLICATION MODEL

Microsoft Azure provides a rich set of application services, including SDKs, caching, messaging, and identity. You can write applications in .NET, PHP, Java, node.js, Python, Ruby, or using open REST protocols. This is all part of Microsoft's promise to let you build using any language, tool, or framework.

## ALWAYS ON, ALWAYS HERE

Build resilient applications with automatic operating system and service updating, built-in network load balancing, and geo-redundant storage. Microsoft Azure also proudly delivers a 99.95% monthly SLA. You can rely on decades of experience in data center operations and trust that everything Microsoft Azure offers is backed by industry certifications for security and compliance.

## DATA CENTER WITHOUT BOUNDARIES

Microsoft Azure makes it easy for you to integrate your on-premises IT environment with the public cloud. Migrate your virtual machines to Microsoft Azure without the need to convert them to a different format. Use the robust messaging and networking capabilities in Microsoft Azure to deliver hybrid solutions, and then manage your hybrid applications from a single console with Microsoft System Center.

## GLOBAL REACH

With data centers around the globe, a massive investment in data center innovation, and a worldwide Content Delivery Network, you can build applications that provide the best experience for users, wherever they are.

Learn more: [www.microsoftazure.com](http://www.microsoftazure.com)

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