

These are popular aspects of the Knowledge Worker Applications

| | MapInfo Pro | Spectrum Spatial Analyst | Web Desktop Access | AnySite | Magnify ¹ |
|---|--|--|--|--|---|
| Type of User | | | | | |
| <i>Target Audience</i> | More Experienced in Mapping | Analysts, Knowledge Workers, Management | Location Intelligence Project | Site Selection, Customer/Location Profiling | Site Selection, Customer/Location Profiling |
| <i>Versions Available</i> | Standard, Advanced, Premium ² | Standard | Customizable | AnySite US, AnySite Canada, AnySite Australia | Two versions US, Canada with four editions |
| <i>Deployment</i> | Installed, desktop only | Browser | Browser or Desktop Access | Installed, desktop only | Browser |
| <i>Security</i> | Desktop | User IDs, Roles, Protected info, Single sign-in | User IDs, Roles, Protected info, Single sign-in | Desktop | User IDs |
| Task | | | | | |
| <i>Can I put points (customers, stores, etc.) on a map?</i> | Yes | Yes | Yes | Yes | Yes |
| <i>Can I site new locations?</i> | Yes | Yes, limited | Yes | Yes | Yes |
| <i>Can I profile my customers?</i> | Yes | Yes | Yes | Yes | No |
| <i>Can I profile my locations?</i> | Yes | Yes | Yes | Yes | Yes |
| <i>Can I color my customers by locations?</i> | Yes | Yes | Yes | Yes | Yes, custom ⁴ |
| <i>Can I color my customers by sales?</i> | Yes | Yes | Yes | Yes | Yes, custom ⁴ |
| <i>Can I create Sales Territories?</i> | Yes | Limited | Yes ³ | Yes | Yes ⁵ |
| <i>Can I find out how many customers are in a radius of a location?</i> | Yes | Yes | Yes ³ | Yes | No |
| <i>Can I shade Zip Codes or Countries by my data?</i> | Yes (and much more) | Yes | Yes ³ | Yes (and much more) | Yes, custom ⁴ |
| <i>Can I draw custom shapes?</i> | Yes | Yes | Yes ³ | Yes | Yes |
| <i>Can I export the map and data?</i> | Yes | Yes | Yes ³ | Yes, and reports | Yes, reports vary by Edition |
| Capabilities | | | | | |
| <i>Map Quality</i> | Supports Bing Map Underlays | Supports Bing Map Underlays | Bing Maps-like | Several styles, including Bing Map Underlays | Google Maps Underlays |
| <i>Built-in Geography</i> | Basic North American Geographies included | Basic Geography | Many Options | US, Canada | US, Canada |
| <i>Optional Geography</i> | Many Options | Many Options | Many Options ⁵ | Many Options | Any geography in a .tab or .shp format |
| <i>Customizable</i> | Yes | Highly | Highly | No | Limited |
| <i>Configurable</i> | Yes | Highly | Highly | Yes | Limited |
| <i>Integrated with Microsoft Office</i> | Reads Excel and Access | Limited | Yes ³ | CSV, etc. | Reads Excel and CSV, Exports to CSV |
| <i>Works with MapInfo Pro Workspace</i> | Yes | Yes | No | Send active map window to MapInfo Pro | No |
| <i>Import your own data</i> | Yes | Yes | Yes ³ | Yes | Yes |
| <i>Built-in Demographics</i> | Limited | Limited | Yes ³ | Yes | Yes |
| <i>Additional Demographics</i> | Optional | Optional | Optional | Optional | Optional |
| <i>Restyle Layers</i> | Extensive | Extensive | Yes ³ | Extensive | Yes |
| <i>Labeling</i> | Extensive | Yes | Yes ³ | Extensive | Yes |
| <i>Printing Output</i> | Extensive | | Yes ³ | Yes | Yes |
| <i>Large Format Printing</i> | Yes | Limited | Yes ³ | Yes | Yes |
| <i>Geocoding-Included</i> | World Streets, World Postal, World Places, World Cities ⁶ | All levels, all countries available are optional | All levels, all countries available are optional | Depending on version, streets, postal codes for US, Canada or Australia ⁷ | Depending on country and edition, US and/or Canada Street and Postal level ⁸ |
| <i>Create Drive-Time Shapes</i> | Optional | Optional | Yes ³ | Yes | Yes |
| <i>Database Operations</i> | Extensive | Extensive | Yes ³ | Filtering | No |
| <i>Thematics (shading the map)</i> | Extensive | Extensive | Yes ³ | Extensive | Yes |

¹Extent of capabilities varies by Edition

²There are two versions of MapInfo Pro: Standard and Advanced. Advanced has all of the features of Standard, with the addition of advanced raster capabilities. Additionally, there is the Premium option which adds Bing Road Maps and can be included in either the Standard or Advanced versions.

³Customizable based on requirements

⁴Customization is available beyond combinations provided.

⁵GeoJoiner tool provides ability to do one at a time and save

⁶Includes limited number of transactions per month for items listed. Additional transactions available. Unlimited usage for US Postal Codes, US Counties, and US Cities.

⁷Includes unlimited geocoding at the street level and postal code level for US, Canada or Australia on the country licensed. Also, depending on the countries and version, additional geocoders are available.

⁸Depending on the edition, a varying number of transactions are included for the US and/or Canada.