

The powerful way to pinpoint locations
LocatorHub



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Visionary

At ESRI (UK), we have always been committed to helping our customers get the most out of their Geographic Information Systems. LocatorHub provides GIS users across all industries with a powerful means of pinpointing locations, delivering fast and accurate results.

LocatorHub

- Easily integrates into your organisation - producing a single, consistent and effective resource.
- Provides complete address management, including the ability to add and enhance existing location information.
- Strong, extensible and scalable architecture providing powerful address resolution and geocoding.
- Searches across multiple addressing datasets, ensuring the most appropriate address is identified.

LocatorHub provides the most effective means of pinpointing locations

LocatorHub is a powerful tool which can deliver high performance address resolution and geocoding to any business application. Underpinning LocatorHub is a sophisticated engine which ensures that, whether your application relies on one address data-source or several, the best possible result is returned quickly. This will provide your organisation with accurate, timely information resulting in better decisions.

LocatorHub enables multiple addressing datasets to be searched, merging the results and providing you with the most appropriate address based on business logic tailored to your specific needs. This means that, no matter which addressing dataset is selected, LocatorHub will return the most accurate addressing information available according to the search performed.

Underpinning our gazetteering product, LocatorHub, is a powerful engine enabling a quick and accurate match to be performed, whether the search requested contains inaccuracies or is incomplete, LocatorHub will still do its best to find a match!

LocatorHub supports commonly used UK datasets such as the NLPG and OS Address-Point®. The LocatorHub framework is capable of being extended to consume any dataset with a spatial

location. Integrating LocatorHub into your existing systems couldn't be easier. Web service aware applications are able to consume the powerful gazetteering functionality.

For non-web services architectures, a simple and well-documented API is provided, enabling you to embed the power of the LocatorHub within your applications.

LocatorHub adopts a Service Oriented Architecture providing a scalable and robust product which is suitable whether your business requires a gazetteer for a low number of users operating in a small geographic area or high volume, public facing web site requiring complete UK coverage.

LocatorHub's powerful functionality enables you to make the most of your data, with:

- A scalable and extensible architecture
- Powerful matching capability
- Support of common addressing datasets
- GIS integration
- Merge functionality
- Complete address management

LocatorHub will maximise the use of existing gazetteering datasets used within your organisation to provide the most appropriate match for any address system.

Our team of consultants at ESRI (UK) offer the skills and expertise required to integrate

LocatorHub within your organisation – providing a single, corporate gazetteer. LocatorHub gazetteers can already be consumed within ArcGIS Desktop through the use of the Locator Toolbar – available as part of Productivity Suite.

Support for multiple datasets and schemas

LocatorHub provides a strong, extensible and scalable architecture through the use of LocatorHub drivers. Drivers are provided for specific datasets utilising the datasets native schema. All the drivers are built using the standard LocatorHub API. These dataset-specific drivers are then 'plugged-in' to the LocatorHub framework. This 'pluggable' mechanism bolsters the LocatorHub data-agnostic approach, ensuring that you receive maximum value from the selected dataset without restricting LocatorHub to a particular format or data source.

Supported datasets

LocatorHub supports the following datasets:

- NLPG (DTF 7)
- ADDRESS-POINT®
- OS MasterMap® Address Layer
- OS MasterMap® Address Layer 2
- OS Code-Point®
- OSNI POINTER® PLUS

In addition to the datasets listed above, LocatorHub is capable of consuming any datasets with a spatial location through the creation of a LocatorHub driver.

thinking delivered



Fast searching across multiple datasets

Whether you are using a single gazetteer or multiple gazetteers, LocatorHub provides a fast and effective matching process to ensure the most accurate results.

The LocatorHub Merge driver enables you to concurrently search across multiple LocatorHub gazetteers seamlessly, providing you with a single set of results. A complexity arising from the merge capability, is the handling of different coordinate reference systems that may be used by the various datasets, such as, WGS84, British National Grid, Irish National Grid and OSTN02. LocatorHub uses ArcGIS Server technology to provide coordinate transformations, ensuring that a single consistent coordinate reference system is used for all returned coordinates no matter how they are stored.

The merging process uses business logic, configured by the administrator using the LocatorHub Dashboard, to ensure the de-conflicting of results is performed using the most appropriate method according to your organisation's needs.

Address data cleansing

The batch geocoding and rectification functionality provides an efficient method of geocoding large volumes of data using any LocatorHub driver, including the Merge driver.

Complete address management

LocatorHub equips you with the ability to add/modify and delete addresses, including aliases; non-addressable locations and geometry maintenance. Coupled with the Dashboard, LocatorHub provides a complete address management solution for your organisation.

No proprietary formats

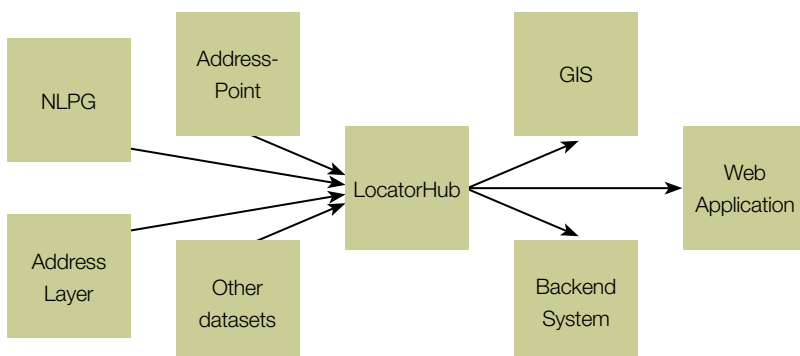
Industry standard database technology is used providing support for both Oracle and SQL Server platforms.

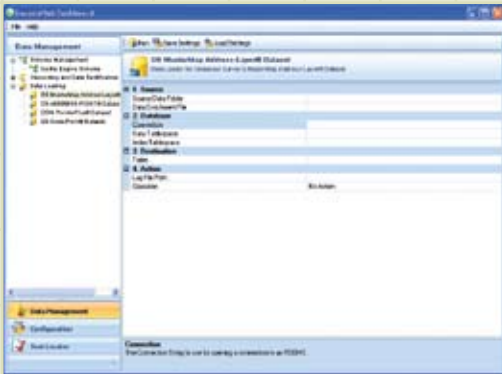
Open and interoperable

LocatorHub can be consumed by web service aware applications and is able to utilise both the gazetteer data and functionality provided through the various APIs; seamlessly integrating LocatorHub within your application. Simple macros can be used to generate a mail merge from selected addresses using the LocatorHub gazetteer – removing the need to extract data into another gazetteer. This will reduce the duplicated, and potentially inconsistent, data within your organisation, resulting in increased productivity. In addition to the web service, a published API is also available, enabling the power of LocatorHub to be embedded into existing applications.

ArcGIS integration

When using ArcGIS Desktop, the Locator Toolbar (provided as part of Productivity Suite for ArcGIS) is able to connect and consume any LocatorHub gazetteer web service provided either within the organisation or externally by third parties. Without any code development or application customisation, ArcGIS Desktop users can use the corporate gazetteer to navigate around their map display.





The LocatorHub Dashboard. Providing the shop window for all the LocatorHub administration tasks.



Results from a LocatorHub search. A match ranking is provided with every search result, making it easier for the user to identify the closest matching address.

Results from a LocatorHub search are displayed in the Address dialogue box. This dialogue box supports the Drilldown LocatorHub method, enabling the user to easily drill through the results when multiple results are available until they find the relevant address.

Maintenance

The LocatorHub Dashboard provides the shop window for all LocatorHub administration tasks. Specifically the Dashboard is used to configure and test the gazetteer(s) available to the corporate environment. The Merge functionality is configured here, enabling the administrator to define 'rules' for the merging of multiple gazetteer searches. The Dashboard also provides an intuitive interface for data loading. LocatorHub supports both snapshot and change only updates depending on the data set. The loading process is also available at the command line, enabling loads to be scheduled and run out of hours.

Training

ESRI (UK) runs a full training programme each year. These courses can also be tailored to your precise requirements and can be delivered at your premises. For more information visit www.esriuk.com/training.

Data

ESRI (UK) can offer a wide range of UK, European and Worldwide value added data products and services to complement our software solutions. Datasets appropriate for use within LocatorHub can be provided. Data related advice, best practise and data suitability to a given application is a key service provided by our data experts.

ESRI (UK)

ESRI (UK) is part of the global ESRI network. With the single, largest pool of GIS expertise in the UK, the company is the technical authority on GIS. ESRI (UK) provides solutions, technology and services including off the shelf applications built on the ArcGIS software suite and an extensive range of consulting and training services.

Its offerings meet a range of business needs in different markets including Business, Local & Central Government, Public Safety, Utilities and Telecommunications, as well as catering for system integrators and application developers through the ESRI Developer Network.

ESRI (UK)'s customers include both public sector clients such as Leeds City Council, Metropolitan Police, DCLG, The Environment Agency and businesses including Thames Water, Royal & SunAlliance and The AA.

By building a deep understanding of its customers' needs, ESRI (UK) is able to help businesses become more profitable and public service more efficient through the better use of GIS. This process of enhancing sustainable business growth by developing solutions with the power to anticipate and meet industry specific requirements is known as **Visionary Thinking**.