Lutum+Tappert Press Release

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EasyMap Xplorer: See Your Business Data in a Map!

Lutum+Tappert announces the new version 10.4 of its cloud service for enterprise location intelligence available on Microsoft Azure.

EasyMap Xplorer provides regional business and market data in maps. Sales Managers and market researchers simply open the map, see the "big picture" and thus immediately get an overview. How did the market develop? How did the sales team perform in certain areas? What are the forecasts for different regions? Where did competitors win and where did they loose?

"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." says Dr. Ralf Weidemann, Sales Director Germany, Pierre Fabre Pharma GmbH.

Many sales and market data contain local information, such as customer locations, sales territories, market potential. By showing business data in maps EasyMap Xplorer helps company leaders and sales managers to understand local impacts on their business.

"EasyMap Xplorer is fascinating: You just click on the map to retrieve all data you need for every region or location you want" says Werner Tappert, CEO and founder of Lutum+Tappert. "You drill down step by step and discover more details: from the world map to a specific country, down to a sales territory, even down to one specific customer."

As the EasyMap Xplorer Cloud Service is based on Microsoft Azure, Microsoft´s open and flexible cloud platform, users have access to their business maps and data any time from everywhere without installing software.

"With Microsoft Azure´s scalability, Lutum+Tappert can easily match volatile traffic on its EasyMap Xplorer Cloud Service," says Nicole Herskowitz, Senior Director of Product Marketing, Microsoft Azure. "Moreover, Lutum+Tappert delivers a very cost effective solution as it only pays for what it uses thanks to the auto-scaling capabilities of Azure."

For more information …
1. Find samples, case study, and a datasheet on www.EasyMap-Xplorer.de!
2. Get a free 60-day trial and test EasyMap Xplorer with your own data!
3. See EasyMap Xplorer live on our Roadshow 2015! Register on www.geomarketing.de/roadshow2015.

About 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!

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