




**dds** digital data services

**Products and Services**

Geographic Data  
Demographic Data  
Planning Data  
for Geospatial Applications  
and Services  
Company Profile




## Geographic, Demographic, Planning Data

As a leading and experienced independent supplier of geospatial data, DDS offers a wide range of data specially for geospatial information systems for most countries. By using worldwide search feature at our website ([www.ddsgeo.com/products/data-worldwide.html](http://www.ddsgeo.com/products/data-worldwide.html)), you can get a quick overview of an extract of the geospatial data that we have readily available for a specific area or country.


When it comes to geographic data, whether it is for professional geomarketing, site analysis, sophisticated fleet management, graphical representation, marketing or sales structure optimisa-

tion, geographic information systems or network planning, DDS has a variety of worldwide data sources available to cover all your unique needs.


In addition to individual data sets and attributes, we also offer a large selection of data packages that are tailored data solutions for many popular vertical applications. The following overview is intended to provide only a brief orientation as to the products and services DDS can provide "off the shelf". Our sales consultants will gladly advise you as to the optimal solution for your specific requirements.


| Worldwide Boundary Data  |  | G | EU*) | World*) |
|--|--|---|------|---------|
|  | • Administrative Boundaries (e.g. Federal States, Counties, Municipalities, Census Tracts, etc.)                             | ● | ●    | ●       |
|  | • Postcode boundaries  | ● | ●    | ●       |
|  | • PLZ8 (8 digit postcode boundaries for Germany) - a micro-division of the German 5 digit postcodes (approx. 78.000 regions) | ● |      |         |
|  | • PLZ8 (8 digit postcode boundaries for Germany) XXL – Boundaries, Demographic and Lifestyle data                            | ● |      |         |
|  | • Marktzellen (Market cell boundaries: micro-divisions of the German municipality boundaries, approx. 85.000 regions)        | ● |      |         |
|  | • GROSSO-Regions   | ● |      |         |
|  | • Regional Pharma Markets  | ● |      |         |
|  | • Area Code boundaries   | ● |      |         |
|  | • German Federal Election Counties (Bundestagswahlkreise)  | ● |      |         |

| European Gazetteers   |   | G | EU*) | World*) |
|---|---|---|------|---------|
|  | • Gazetteers with varying levels of detail and information depth (over 115.000 entries for Germany, 400.000 for Europe and 600.000 for the world) | ● | ●    | ●       |


| Worldwide Road and Street Networks, Associated Data                                 |   | G | EU*) | World*) |
|---|---|---|------|---------|
|  | • Digital Data Streets (based on NAVTEQ Databases)  | ● | ●    | ●       |
|   | • Digital Data Streets (based on Tele Atlas Databases)  | ● | ●    | ●       |
|   | • Basic Road Network (1:200,000 – 1:500,000 Scale)  | ● | ●    |         |
|   | • Digital Geography AND/PTV Road and Street Network (1:250,000 – 1:1,200,000 Scale)   | ● | ●    | ●       |
|   | • Street Directories (tables, based on NAVTEQ data)   | ● | ●    | ●       |
|   | • Street Segment Directories with house number ranges (tables, based on NAVTEQ data)  | ● | ●    |         |
|   | • NAVTEQ Transport (restrictions and warnings for HGV)  | ● |      |         |
|   | <i>The above-mentioned Road and Street Networks include additional data features (e.g. topographic layers, water features, railroads, gazetteers, administrative boundaries, etc.).</i> |   |      |         |


\*) In some cases, the area coverage and content can be determined by the application (e.g. only specific cities or municipalities).

| Additional attributes available compliant to the Digital Data Streets road networks: |   | G | EU* | World* |
|--|---|---|-----|--------|
|     | • PTV Rush Hour - Traffic flow information for the major road and street networks (average hourly traffic loads). Available for Germany, and Great Britain  | ● |     |        |
|  | • FAW-FREQUENZATLAS - Traffic Frequency Atlas Germany developed for the German Outdoor Advertisings Association. Most streets in Germany have been assigned a daily traffic frequency for the number of persons travelling by car, public transport and pedestrians | ● |     |        |


| EWS Distance Table of Roads (Entfernungswerkstraße)                                |   | G | EU* | World* |
|--|---|---|-----|--------|
|  | <i>Calculation of realistic road distances for heavy goods vehicle transports between all places in Germany or Europe.</i>  |   |     |        |
|  | <i>The EWS was developed together with PTV AG, the Bundes-Zentralgenossenschaft Straßenverkehr (BZG), Dr. Malek Software GmbH and DST Dresden.</i>                        |   |     |        |
|  | <i>Although it does not provide binding information, EWS is now seen as a quasi-standard in the German transportation industry for billing. Clear and simple handling</i> |   |     |        |
|  | • EWS Germany and EWS Europe  | ● | ●   |        |
|  | • EWS Maut (Toll) for Germany and Austria   | ● |     |        |


| European Topographical Maps   |   | G | EU* | World* |
|---|---|---|-----|--------|
|  | • Map layers with towns, streets, rivers and lakes, city areas, railway lines, power transmission lines, etc. are all included. | ● | ●   |        |


| DDS Schienenverkehr (German Railway lines & Stations)                               |  | G | EU* | World* |
|---|--|---|-----|--------|
|  | • Stations, stop points and rail networks<br>The German rail network includes almost 13.000 geocoded stops and stations as well as attributes as to the type and path of the lines | ● | ●   |        |

| Worldwide Miscellaneous Vector Data   |                                   | G | EU* | World* |
|---|-----------------------------------|---|-----|--------|
|  | • World Map (1:1 Mil. – 1:3 Mil.) | ● | ●   | ●      |
|   | • Time Zones                      | ● | ●   | ●      |
|   | • Airports                        | ● | ●   | ●      |
|   | • Ports                           | ● | ●   | ●      |
|   | • POIs (Points of Interest)       | ● | ●   |        |

\*) In some cases, the area coverage and content can be determined by the application (e.g. only specific cities or municipalities).

| European Raster Maps  |   | G | EU*) | World*) |
|---|---|---|------|---------|
|  | • Landnutzungsdaten (Land Use; 1:25,000 scale; can also be supplied as vector data)                 | ● |      |         |
|   | • Raster data based on Digital Data Streets (9 zoom scales from 1:5 Mil – 1:10,000)                 | ● | ●    | ●       |
|   | • Generalkarte Deutschland MAIRDUMONT (General Map of Germany) (4 Scales from 1:1,2 Mil. – 200,000) | ● |      |         |
|   | • Satellite Imagery (30 m Ground scale)   | ● | ●    | ●       |
|   | • Aerial photography, high resolution   | ● | ●    |         |

| Worldwide Height Data (DEM)   |  | G | EU*) | World*) |
|---|--|---|------|---------|
|  | • Seamless Worldwide Height Model, can be supplied in various forms and as raster or vector data | ● | ●    | ●       |


| Socio-Economic Data **)  |  | G | EU*) | World*) |
|--|--|---|------|---------|
|      | <i>For marketing strategy optimisation, DDS can offer high-quality socio-economic data to assist you with risk- or opportunity analysis as well as site selection. DDS has sourced this data for most European countries and a number of other countries throughout the world. This data enables you to analyse end-user oriented markets as well as Business-to-Business markets.</i> |   |      |         |
|  | • Basic Data Socio-Economy (Germany: 7 variables for population, businesses, buying (purchasing) power; EU and world different configurations)   | ● | ●    | ●       |
|  | • Infrastructure Socio-Economy (Germany: 18 variables about population, households, buying (purchasing) power, automobiles, EU and world different configurations)   | ● | ●    | ●       |
|  | • Buying (Purchasing) Power (Germany: 13 variables for buying (purchasing) power; EU and world different configurations)   | ● | ●    | ●       |
|  | • Building Construction Power (14 variables around spending in the building sector)  | ● |      |         |
|  | • MOSAIC-Data - e.g. for households, commercial businesses, house and family structures, foreigners, need for anonymity, age structure, types of houses, etc.  | ● |      |         |
|  | • Business Market (number of companies in each of 17 economic sectors, 60 subdivisions or 270 groups)  | ● |      |         |
|  | • Big Business (companies segmented according to five employee classes)  | ● |      |         |
|  | • Business Big Money (segmentation of businesses according to 9 sales turnover classes)  | ● |      |         |
| **) Can be supplied at various regional levels, in some cases down to streets segments |  |   |      |         |

\*) In some cases, the area coverage and content can be determined by the application (e.g. only specific cities or municipalities).

## Geospatial Applications & Tools

As a leading supplier of data for use in Geospatial Information Systems (GIS), we can advise and support you in the application and use of suitable software and geo-tools.


Additionally, we assist in the integration of new data sourced through us into existing Geospatial Information Systems.

| Software & Tools  |   |
|---|---|
|  | <ul style="list-style-type: none"> <li>• <b>MapUse Geocoder</b> – Powerful tool for geocoding addresses (available as standalone or component version). The Geocoder MapUse is an GIS-independent program, which runs using Windows (NT, 2000, XP) and adds geographic coordinates to addresses. The Geocoding engine was designed to use the European data from PTV and NAVTEQ or Tele Atlas, although data from other sources can also be integrated into the Geocoder. The Geocoder directly reads input address data in Excel, Access and ASCII formats. MapUse can interpolate between address ranges and make a word-by-word comparison with street names.</li> </ul> |
|   | <ul style="list-style-type: none"> <li>• <b>GISPlan</b> – an addition to existing GIS for creating balanced and compact sales territories using various KPIs (e.g. customer density or sales figures) and drive times.</li> </ul>   |
|   | <ul style="list-style-type: none"> <li>• <b>DISTANCE</b> – routing module for professional route calculation for use in a wide range of applications (from sales planning to route optimisation).</li> </ul>  |
|   | <ul style="list-style-type: none"> <li>• <b>TripTracer</b> – a flexible tool for the integration in market research applications for quickly and accurately capturing the individual travel paths of the interviewed subjects. It was designed specifically for mobility and outdoor advertising marketing and behavioural studies.</li> </ul>  |

## Services

DDS is a recognised partner for all aspects surrounding geospatial data, Geospatial Information Systems and their company-specific application. Many different companies of all sizes and rely on our experience in order to get the most out of their system applica-

tion. Whether fleet management, site analysis or sales force automation, DDS can help provide you with a competitive advantage for your business.

| Services  |   |
|---|---|
|    | <ul style="list-style-type: none"> <li>• <b>Data research:</b> Are you looking for a specific specialized data set? Let us do the research for you and have access to our network of over 100 qualified suppliers, through whom we are able to provide almost any data set available today.</li> </ul>  |
|   | <ul style="list-style-type: none"> <li>• <b>Adaption of data sets:</b> Whether we adapt your own data to your specific individual application requirement or create a custom data package, you always profit from our years of experience and save time and effort.</li> </ul>  |
|   | <ul style="list-style-type: none"> <li>• <b>Geocoding:</b> In addition to our MapUse Geocoder software, we also offer you custom address geocoding as a service – fast, uncomplicated and cost efficient.</li> </ul>  |
|   | <ul style="list-style-type: none"> <li>• <b>Cartographic services:</b> Many applications today still use classic paper or digital maps. DDS can produce custom maps for you to illustrate your sales territories, customer distribution and statistical data, as well as the classic site location maps. Using geographic relationships when displaying data can uncover unseen potential and new market opportunities.</li> </ul>                                    |
|   | <ul style="list-style-type: none"> <li>• <b>Territory planning:</b> DDS can help you apply GIS techniques for planning and optimising retail sales and service networks. Additionally we can help you create fair and balance territories for your outside sales organisations using market-specific KPIs and customer potential data. Optimal territory planning can greatly increase the effectiveness of your sales force and improve customer service.</li> </ul> |
| <ul style="list-style-type: none"> <li>• <b>SOA Data and Application Integration:</b> Modern software and internet technologies are creating new possibilities for companies to access and apply geospatial technology for optimising their business processes. DDS can help you integrate data and geospatial functionality in your BI (business intelligence), CRM or other systems using technology from Microsoft Virtual Earth, Google Earth or ORACLE.</li> </ul> |   |

## DDS Digital Data Services GmbH

DDS Digital Data Services GmbH stands for quality geographic and socio-economic data, GIS-software and tools, as well as independent consulting and services for geomarketing and other data-centric geospatial applications. With more than 15 years experience in the geospatial marketplace, DDS is one of the pioneers in this field in Germany. This, combined with a high-level of data licensing expertise, provides DDS with an excellent international reputation as the expert of choice for all types of geospatial data.



A broad-based international data supplier network gives DDS direct access to a comprehensive worldwide collection of geographic, socio-economic, lifestyle, POIs and address data. In the unusual event that a data set is not immediately available at DDS, then we are usually able to locate and procure it quickly. Our reputation and

the international activities of our parent company, PTV AG, enable us to access almost any data set available on the market today.

The highly-qualified, experienced and interdisciplinary staff at DDS is the guarantee that all of our clients receive a competent, fast and efficient solution recommendation for even the most complex requests.

As the leading independent geospatial data supplier in Germany, DDS provides neutral platforms giving information on current trends in the geospatial market sector as well as best-practice solutions. In addition to our internet website, we organise an annual conference, the "DDS Data Days Practice Forum", highlighting specific, vertical applications and enabling participants to interact with experts and other users. Another example is the magazine "Zoom!", which offers a detailed look into developments relevant to the market for geospatial data and applications.



Digital Data Services GmbH  
 Stumpfstr. 1  
 76131 Karlsruhe  
 Tel.: +49-(0)721-96 51-400  
 Fax: +49-(0)721-96 51-419  
 E-Mail: [service@ddsgeo.com](mailto:service@ddsgeo.com)  
[www.ddsgeo.com](http://www.ddsgeo.com)

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