dds digital data services

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 geo-spatial applications. With almost 20 years of experience in the geospa-tial 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 comprehensi-ve worldwide collection of geographic, socio-econo-mic, lifestyle, POIs and ad-dress 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 the annual conference **DDS Data Days**, highlighting specific, vertical applications and enabling partici-pants to interact with experts and other users. Another example is the magazine **Zoom!**, which offers a detailed look into developments rele-vant to the market for geospatial data and applications.

Geographic Data
Demographic Data
Planning Data
Geospatial Applications & Tools
Services

DDS Digital Data Services GmbH
Stumpfstr. 1
76131 Karlsruhe
Tel.: +49 721 9651-400
Fax: +49 721 9651-419
E-Mail: service@ddsgeo.com
www.ddsgeo.com

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 the worldwide search feature at our website www.ddsgeo.com, 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 optimisation, 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 Road and Street Networks, Associated Data	GER	EU*)	World*)
Digital Data Streets (based on NAVTEQ Databases)	●	●	●
Digital Data Streets (based on TomTom Databases)	●	●	●
Basic Road Network (1:200,000 – 1:500,000 Scale)	●	●	
Road and Street Network AND/PTV (1:250,000 – 1:2 Mill. 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)	●	●	
FAW-FREQUENZATLAS - Traffic Frequency Atlas Germany developed for the German Outdoor Advertisings Association (daily traffic frequency for the number of persons travelling by car, public transport and pedestrians)	●		
Individual calculation of distances	●	●	●
EWS Germany and EWS Europe – Calculation of realistic road distances for heavy goods vehicle transports between all places in Germany or Europe (quasi-standard in the German transportation industry for billing)	●	●	
EWS Maut (Toll) – Toll calculation for Germany and Austria	●	●	

Worldwide Boundary Data	GER	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. 80,000 regions)	●		
PLZ8 XXL (8 digit postcode boundaries for Germany) – 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)	●		
Individual Research	●	●	●

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

Socio-Economic Data **)	GER	EU*)	World*)
• Basic Data Socio-Economy (Germany: 7 variables for population, busines-ses, buying (purchasing) power; 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)	●		
• microm-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)	●		
• Individual research for local market data	●	●	●

**) Can be supplied at various regional levels, in some cases down to streets segments

DDS Schienenverkehr (German Railway lines & Stations)	GER	EU*)	World*)
• Stations, stop points and rail networks The German rail network includes almost 14,000 geocoded stops and stati-ons as well as attributes as to the type and path of the lines	●	●	●

European Gazetteers	GER	EU*)	World*)
• Gazetteers with varying levels of detail and information depth (over 115,000 entries for Germany, 440,000 for Europe and 5 Mill. for the world)	●	●	●

European Raster Maps	GER	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 Mill. – 1:10,000)	●	●	●
• Satellite Imagery (25 m Ground scale)	●	●	●
• Aerial photography, high resolution	●	●	

Worldwide Miscellaneous Vector Data, Height Data (DEM)	GER	EU*)	World*)
• World Map (1:1 Mill. – 1:3 Mill.)	●	●	●
• Time Zones	●	●	●
• Airports	●	●	●
• Ports	●	●	●
• POIs (Points of Interest)	●	●	
• Seamless Worldwide Height Model, can be supplied in various forms and as raster or vector data	●	●	●

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

Geographic, Demographic & Planning Data

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.

Geospatial Applications & Tools
● **Bing Maps** – internet-based map-solution for enterprises
● **M–Distance** – self-contained program, which can integrate different EWS bundles. For calculation of distances and toll costs
● **MapUse Geocoder** – Powerful tool for geocoding addresses (available as standalone or component version). The Geocoder MapUse is a GIS-independent program, which runs using Windows and adds geographic coordinates to addresses.
● **PTV Map&Market** – software-suite for geomarketing, sales and field service planning
● **TripTracer** – 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.

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 rely on our experience in order to get the most out of their system application.

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

Services
● **Data research:** Are you looking for a specific specialized data set? Let us do the research for you and have access to our network of over 200 qualified suppliers, through whom we are able to provide almost any data set available today.
● **Adaption of data sets:** 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.
● **Geocoding:** In addition to our MapUse Geocoder software, we also offer you custom address geocoding as a service – fast, uncomplicated and cost efficient.
● **Cartographic services:** 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.
● **Territory planning:** 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.
● **SOA Data and Application Integration:** 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 Bing Maps, Google Earth or ORACLE.