The geospatial dimension of your data

ARTICQUE PLATFORM

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Articque Platform – the private platform which brings location intelligence at the heart of your organization

Articque Platform brings collaborative mapping analysis to the heart of your organization. It brings together all the tools you need to **design, analyze and publish** self-service maps, dashboards and geo-analytical applications, according to your needs and **governance**.

Articque Platform **integrates perfectly with your Information System** and connects easily to all your data sources.

Your own **dedicated and dynamic platform** can be **deployed on your premises or on a dedicated Articque server**, allowing you to build your analyses and business applications and to share geographic dashboards with numerous users. The platform can be **connected to your company's Information System** and directory and **offers optimum in-use performance.**

Articque Platform is the recommended solution to carry out transverse study and management projects, and meets the requirements of organizations wishing to **retain control of the deployment and administration of their solutions.**

1. Profiles and user roles
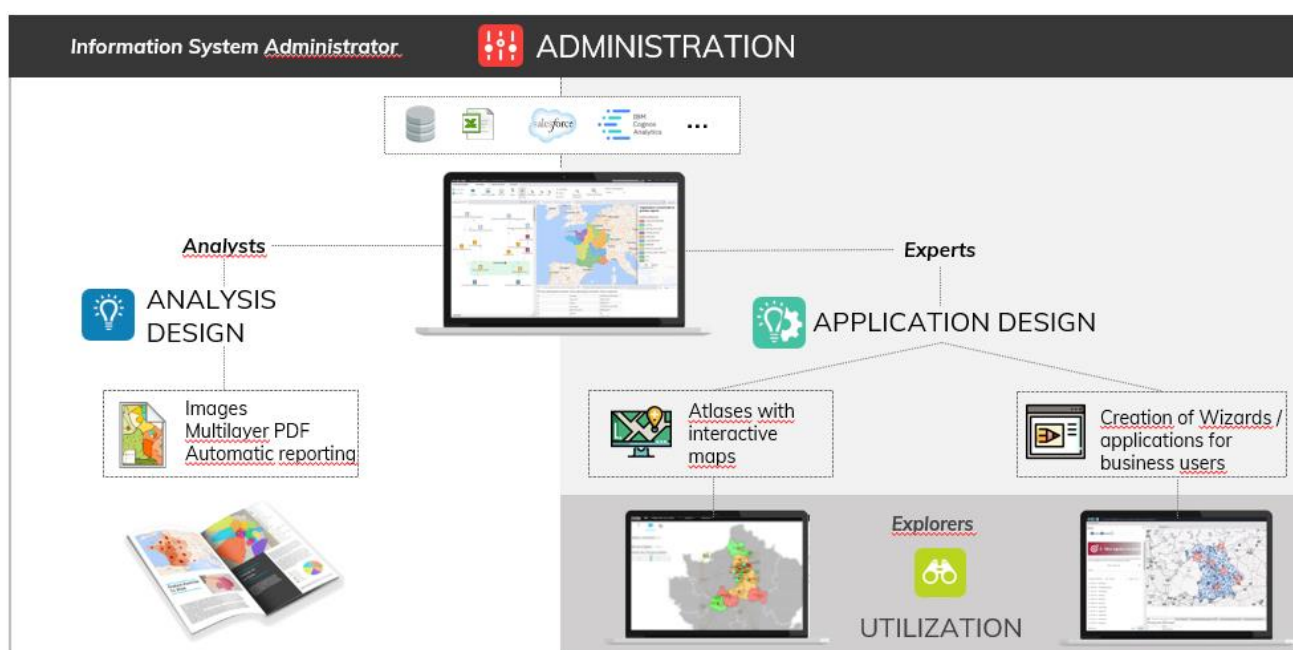
The roles of each type of users are listed below. The details of available features for each role are then given in the next part of the document.

Features	**Analyst**	**Expert**	**Explorers**	**Administrator** Articque Platform
Features	Models analyses and produce maps, studies and reports	Models analyses and produces maps, studies, and reports + Designs and distributes web applications (Atlas) and business templates (Wizards)	View atlases and use Wizards to inform their decisions and simplify their daily life.	Manages the platform from an intuitive and comprehensive back office (management of groups, setting of roles and access rights)
Profile	"Business" user who uses Excel	"Business" user, with a mastery of Excel and a taste for data processing	For all, via an Intranet or Extranet browser	Member of the IT department
Duration of training	3 days	5 days	/	1 day
Prices	★★★	★★★★	★	★★

Administrators: Within the platform, Administrators are in charge of:
- Activating the platform on the server via a license key
- Attributing/activating user logins as different user profiles (Analyst, Expert, Explorer types) for "Named" licenses and "Token" licenses
- The initial preparation of user groups
- Uploading new Carticque map files
- Monitoring and extracting logs
- Informing users (maintenance, temporary unavailabilities, new features, data and map files updates…) by publishing news
- Managing LDAP and SAML v2 binding

Experts can:
- Create maps and documents (flow charts, base maps, data files)
- Create user groups on the platform (ex: business/zone-oriented groups)
- Upload or download documents (flow charts, spatial data, data files, PDF files, personalized icons, report templates) on the platform, in their work space, in their user groups
- Share map models or cartographic analyses and treatments with other users (Analysts or Experts) to provide them with business-oriented working bases that they can re-use and customize.
- **Create interactive and dynamic atlases** using advanced parameters and share them with other Articque Platform users. Atlases can also be incorporated in a website meant for the general public or in an Intranet website to be shared with unrestricted access (this is an option, contact us to learn more).
- **Create Wizards** (assistants to the creation of maps) to allow "Explorers" to carry out their analyses independently.

Analysts can:
- Create maps and documents (flow charts, base maps, data files)

- Create user groups on the platform (ex: business/zone-oriented groups)
- Import or download documents (flow charts, spatial data, data files, PDF files, personalized icons, report templates) on the platform, in their work space, in their user groups
- Share map models or cartographic analyses and treatments with other users (Analysts or Experts) to provide them with business-oriented working bases that they can re-use and customize.

Explorers can:
- View simple publications or atlases within user groups on the platform, or through URLs/iframes.
- Interact with simple Publications or dynamic Atlases shared through the web, according to the options selected and granted to them (zoom, display/hide information layers, selection, exports, etc.) by Analysts and Experts.
- Use Wizards (guided analyses) in order to create maps, carry out analyses and generate reports independently, using scenarii created by Expert users.

2. Articque Platform: license types

"Named" License
- A "Named" license is exclusively and nominally assigned to one person (part of the Client company/organization), who logs in using a unique and strictly personal username and password. Using a generic ID shared by several persons is forbidden.
- A user with a "Named" license has a personal, continuous access to the platform, no matter how many users of any type are already connected.
- The administrator can set rights (authorizations/restrictions) for each "Named" user.

"Token" License
- A "Token" license corresponds to a simultaneous access right to the platform, shared between several users. It can also be called "floating license" or "concurrent access license".
- The Administrator can assign a group of user IDs to the "Token" licenses belonging to user profiles of a same type.
- When the users of this group of IDs connect to the platform, they "borrow" one of the "Token" licenses, within the limits of available "Token" licenses belonging to the corresponding user profile.
- When the stock of available "Token" licenses runs out (for example, the maximum number of simultaneous connections is reached for a type of user profile), other users must wait for one of the "Token" licenses in question to be available again.
- Users release their Token license when they end their session or sign out, or in the event of a session time-out caused by prolonged non-use (the duration can be configured by the administrator).
- The administrator is free to assign or reassign these tokens to adapt to evolving internal user needs during internal deployment, according to the client's needs.

Options: "Anonymous" Explorer access
- The option "Display on a website for the general public" makes it possible to display an Atlas on a website accessible for free to the general public, with no restrictions and no login and password, at a given URL.
  In the event where a public Atlas is directly presented as a website in its own right, not integrated as an iframe in a web page, the Expert user can personalize the hyperlink of the legal notices to be displayed. Session and display preference cookies used in public Atlases do not require obtaining the consent of visitors in the context of the General Data Protection Regulation (a message of information on their nature, which can be closed by the user, will be displayed in the public Atlas).

- The option "Display an atlas on an Intranet website, unlimited, Anonymous" makes it possible to display an Atlas on an Intranet or Extranet website, restricted to members authorized by the Client.
- In both cases, Explorers are anonymous, not "Named", which means that all Explorers have access to the same possibilities, with no possible distinction of rights or authorizations, and no nominative statistics of use.

4. Content of the Articque Platform pack

> **The commercial proposition that was presented to you includes a composition of licenses and options corresponding to the needs expressed for your project. Some elements of this product sheet may not be included: consequently, please refer to the commercial proposition.**

- ✓ Hosted by Articque in France or "on-premises", as preferred by the client
- ✓ Comprehensive administration back office: SSO, user statistics
- ✓ Named licenses or TOKEN licenses (shared access)
- ✓ Possibility of anonymous access (via an Intranet or a website accessible to the general public)
- ✓ Automated generation and email distribution of exports and reports
- ✓ Unlimited number of Atlases and Wizards
- ✓ API option for customization and integration project

	Starter pack Small project *Recommended for up to 3 Expert users*	Starter pack Medium project	Starter pack Large project *Recommended for projects with 4 Expert users or more*
Production server and administrator	1	1	1
Named Expert licenses	1	2	4
Named Explorer licenses	10	50	--
TOKEN Explorer licenses	--	--	20
Road options Europe for light-duty vehicles	1	2	4
Geocoding - 1 million addresses	1	2	2
Server hosted by Articque	1 small	1 small	1 large
Level 2 support tickets	10	10	20

Data: your Articque consultant will study your project to create a proposal adapted to your needs

articque
LIGHTING YOUR WAY TO BETTER DECISIONS

A platform designed for your IT management

Articque Platform is designed to meet **the security and accessibility requirements of IT management.** The platform integrates seamlessly with your Information System:
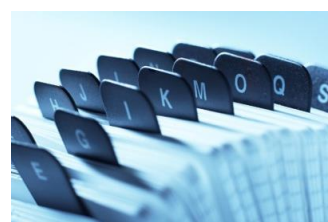

Simplified deployment
In Cloud/SaaS mode or on-premises, our IT team helps you quickly deploy our solutions by adapting to your infrastructure.

Corporate directory
Synchronize your Articque Platform with your "AD" LDAP directory to automatically control the assignment of user accounts in a unified way.

Single authentication
Articque Platform is compatible with the SAML V2 standard to allow access to your users via your SSO authentication system.

1. Administration of rights and access to maps and data

In Articque Platform, you can **manage the roles of the users** who can access the group you created and are administrating.

In this way, you can **limit access to maps, data and applications** depending on business user profiles, which you can organize in distinct groups.

Gestion des rôles de groupe

Les rôles de groupe définissent les droits et les actions autorisées aux membres au sein d'un groupe de travail sur le fonctionnement du groupe.
Les rôles par défaut ne sont pas modifiables. Vous pouvez cependant créér des rôles personnalisés qui seront utilisables dans les groupes dont vous êtes le propriétaire.

Nom	invite + Infos	kick + Infos	quit + Infos	delete + Infos	edit + Infos	close + Infos	editUserRole + Infos	editFileRole + Infos
Administrateur par *Articque*	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘
Modérateur par *Articque*	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘
Membre par *Articque*	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘

+ Nouveau rôle

2. Articque Platform: usability and production

Supervision

In order to supervise the various services contributing to the operation of our solutions, a space dedicated to Administrator accounts makes it possible to monitor those services (Apaches, Database, the C&D Webservice, etc.).
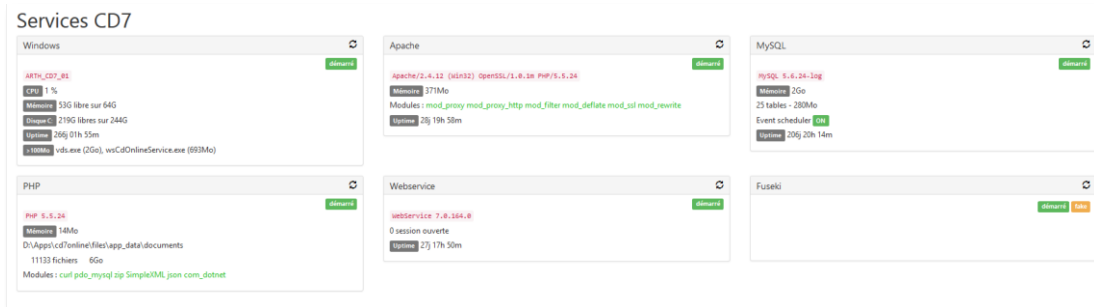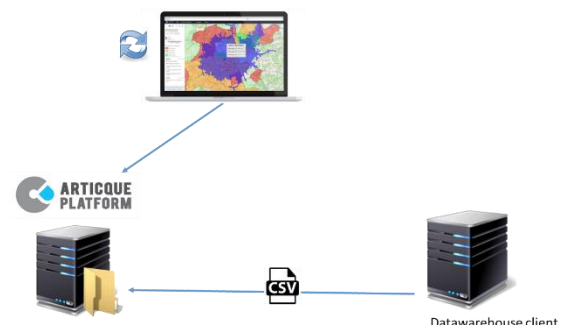

System administration

Regarding the prerequisites, Articque provides an installation package (Apache, PHP, database, webservice). The clients or their third party providers are responsible for the installation and the update of the customer databases and of the application servers.
The application of the tools developed with our solutions is composed of files coded in PHP. We will supply documented migration procedures (with a batch) in the event of a modification of the database structure.
Log files are created during the execution of the application and can be consulted from the back office.

Update of maps and data

The administration platform allows you to automate the import of your data files. You can decide on the frequency of data file updates and of atlas generation.
The automatic update of publications, atlases and data (via an FTP for example) is done via batch processings which are triggered by Windows scheduled tasks

Password security

The platform administrator can set rules users must follow when creating their password (duration of validity, minimum length, mandatory uppercase/lowercase letter/special character/number, password reuse frequency, exclusion of the user's name). These constraints only apply to users with a local account (as opposed to users with a LDAP or SSO account).

Evolutions

Articque delivers 3 to 4 major updates per year. The new features brought by the updates are listed on the following pages: https://www.articque.eu/new-features-cd/ and https://www.articque.eu/new-features-articque-platform/ (from December 2020 on).
We maintain the current version of our solutions, as well as the versions released in the last 12 months.
Updates are delivered either through a FTP connection or through a package you can download online.

Versions management and software updates are covered by our Serenity contract, which ensures you will receive regular updates of our solutions:

- Clients with an "on-premises" deployment can request the help of Articque's IT teams once a year to carry out a release upgrade.
- SaaS platforms are updated by Articque: our teams take care of everything for you!

Back-ups

The application has its own back-up script, which includes:

- Database dump
- User files
- Solution configuration files

The frequency of backups and the conservation cycle are specified with the client during deployment. The procedure for restoring backups can be communicated just like the deployment and update procedures.

In the case of an Articque Platform hosted by Articque, the backup and data restoring conditions are described in the hosting conditions. A backup can be communicated to the client on demand (by default, once a year).

Recycle bin: restoring deleted documents

Articque Platform Administrators can easily restore documents deleted by Analyst or Expert users via the administration back office.

Tools and technical equipment

Articque manages its Information System with an internal team. For this reason, we have more than 200 servers (physical or virtual) located in our server room or in a datacenter located in France.
In order to ensure our service for our 14 000 client sites, we own all the necessary equipment for the management of internal information, which includes for example about sixty user workstations.

3. API and integration
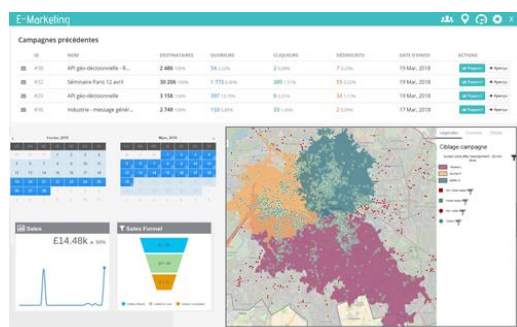
Articque Platform has several APIs which allow our teams to personalize your project. We can bring new features to it, manage the processing of your data, integrate maps in your solutions, etc.

To learn more about the possibilities our APIs offer, please get in touch with your dedicated Articque contact.

A platform designed for business users

Articque Platform is a map-designing studio designed to **empower users in order to allow them to carry out spatial analyses** and easily create location intelligence applications for business users.

1. Analysts: create your maps and model your analyses using our map-designing studio
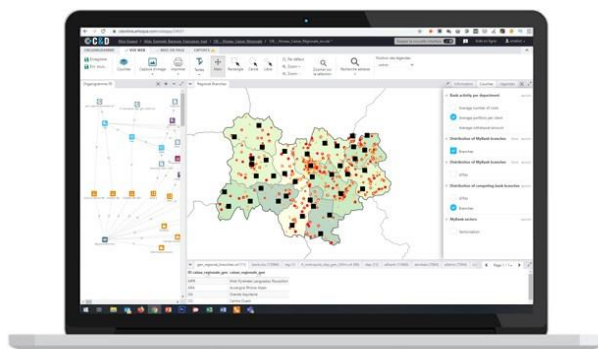
Do you have a large volume of data whose richness is not always visible?
Visualizing your data on a map allows you to highlight facts that cannot be detected through charts and tables, because maps are a mine of information with a strong power of synthesis. You can instantly spot sources of productivity and identify the territories where priority action is required.

With our cartographic design studio, you will be able to establish reports and suggest efficient action plans regardless of the area of analysis: sales performance, cost rationalization, statistical analysis, strategic location for a new establishment, environmental or social studies.

 Display and visualize all your data

Excel spreadsheets, CRM, ERP, data warehouses: every day you have a plethora of data:
- Clients and prospects addresses, points of sale, agencies, ...
- Turnover and sales force performances
- Statistics (population, number of companies, age groups, etc.)

Exploiting your data fully without spending too much time on it is essential. The Articque Platform design studio reveals the facts hidden within your data by representing it on a map, extracting strategic information instantly.

From basic Excel users to cartography and statistics specialists, everyone can immediately identify the strong and weak areas of their activity, the areas where taking action is a priority, and how to act.

Analyze information and understand trends

In addition to giving you a new insight into your data, the Articque Platform design studio allows you to cross-reference indicators to go beyond simple observations. The features and the analysis tools of the software easily give you the answers to essential questions in order to understand the key factors of your activity.
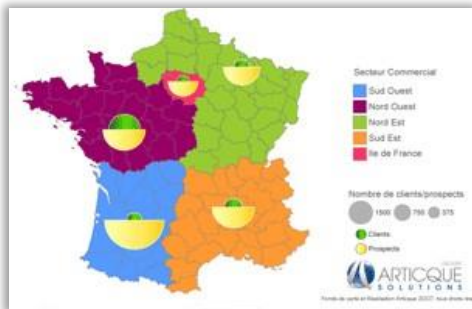

How do I redefine my sales areas to enhance my performances?
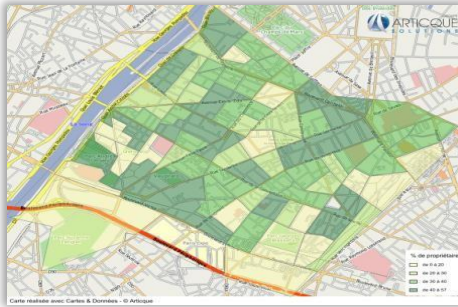
Do my local action plans correspond to my statistical analyses?
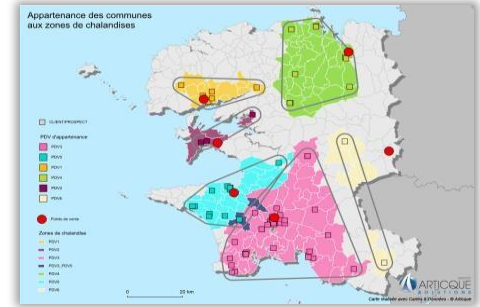
What do my catchment areas look like and how can I optimize my leaflet distribution?

Where are my best sales results?

How accessible are my agencies for my clients?

Where should I create our next sales outlet?

Publish your maps and share them with your colleagues

With Articque Platform, you can choose between several possibilities of publication and exports to share your maps and your analyses with your colleagues, partners or clients.

- Share your map in a collaborative work space accessible only to registered co-workers.

- Export your map to include it in your reports using one of the many available formats: png, jpeg, gif, bmp, tiff, emf, wmf, multilayer vector PDF

- Automate your exports thanks to the Multimap and Word Report features

2. Experts: design interactive and dynamic atlases with the Articque Platform publishing tool

Design interactive and dynamic atlases of your maps and analyses from the Articque Platform design studio.

Do you want to incorporate a cartographic app into your website, intranet or extranet website to publish information and represent your data: a geographical dashboard, a monitoring centre…?

Without being a developer or an expert in cartography, you can create maps from the Articque Platform design studio and publish them on your personalized Atlas Web app.

Advantages for final users / Explorers:

- An true communication medium, a data visualization tool
- Dynamic maps that evolve along with your data
- Interactive maps, (click interaction, drill down, filters…)

Advantages for analysts:

- A flexible tool that can be integrated into any web solution (website, intranet, extranet)
- A synergy with the design studio: create your maps and publish them in a few clicks
- The possibility to vary indicators and display them depending on the chosen geographical level

Features:

- Fine management of layers
- Users can filter data from the legend
- Customizable popup cards and tooltips
- Selection of displayed layers
- Pre-configured or configurable drill downs
- Click interactions on areas of the map
- Data sheet below the map (with filters available)
- Possibility of calculating isochrons on the map and of selecting the geographical entities covered
- Sharing visualisation links for your storytelling

4. Discover out examples of interactive atlases

(Click on the images to access the atlases)

International sales monitoring

Banks

Human resources

World Cup statistics

6. Experts: create Wizards

Create custom applications for business users from your flowcharts. Your cartographic analyses become intuitive tools that allow users to carry out guided analyses without needing any prior training.

In this way, your teams can benefit from the power of cartography (create their own maps, carry out their analyses and generate their reports…) **in a completely self-sufficient way.**

The Wizard, or application for business users, is fully customizable, putting you in control of what your *Explorers* can do:

- Uploading their own data
- Selecting an area to analyze
- Modifying a districting or isochrones,
- Choosing the layout of the map (colors, legends, titles…)
- Exporting the map, the data or a report
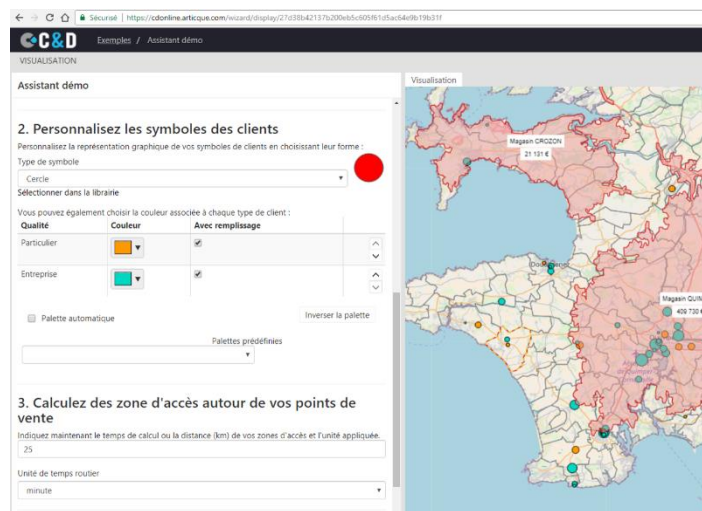
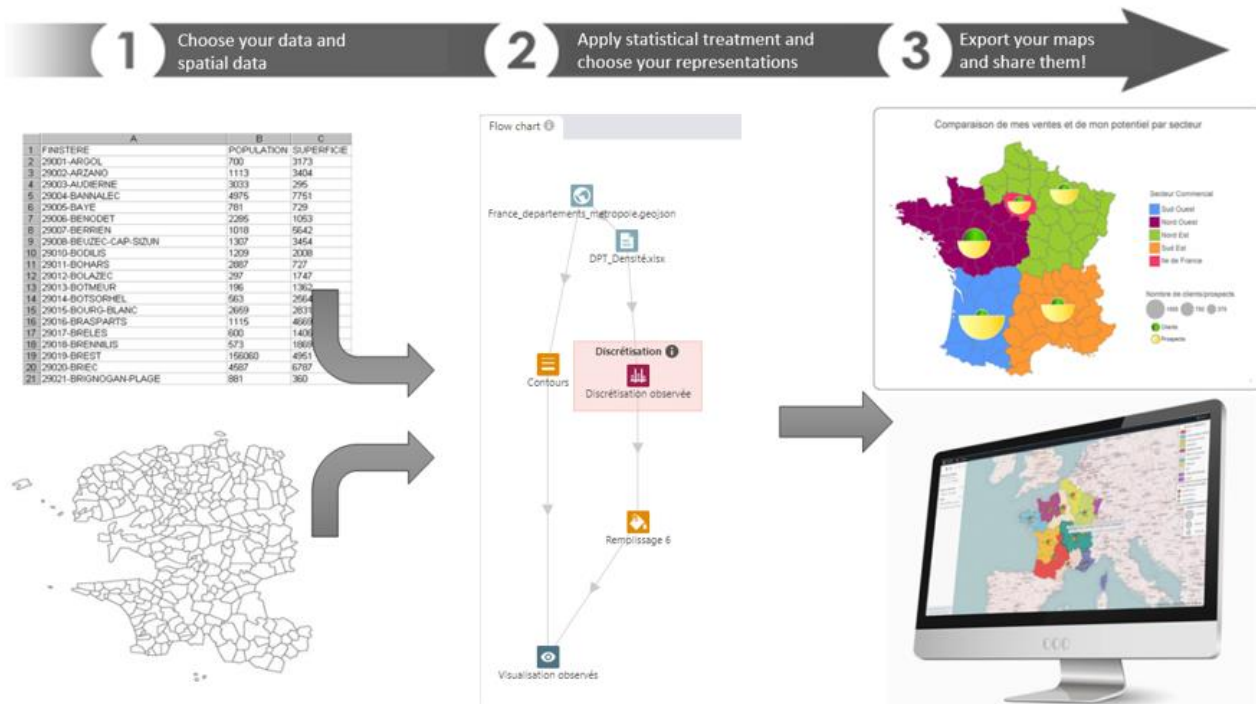Discover Wizards with our videos: [Creating a Wizard for simulating the creation of an agency](#), [Using a Wizard to find the best location for an agency](#).

The operating principle of Wizards:

DESIGN
The Expert designs a wizard tool to allow Explorers to edit and export maps independently.

Expert

EDITION
Explorers edit their maps and reports using the wizard tool designed beforehand by the Expert.

Explorers

Operating principle and interface of the design studio

Articque Platform relies on the use of a **flow chart** where you associate your study area with your data and apply graphic, statistical and geographic treatment.

- **Ribbon menu:** Access the modules and the features of the design studio.
- **Flow chart:** Link modules to build your map
- **Visualization:** Constantly visualize the cartographic result created by the flow chart
- **Data table:** Keep an eye on your data.

More than 55 features pour create your maps and carry out your analyses

You have all the tools you need to locate, analyze, and communicate efficiently.

Whether you simply want to create a business report from your data, or need to carry out advanced geomarketing and statistical studies, you have at your disposal all the features necessary for your analyses and your representations, from the most basic to the most detailed.

You even have access to distinctive, or even exclusive features: flows, cartograms, opposing semicircles…
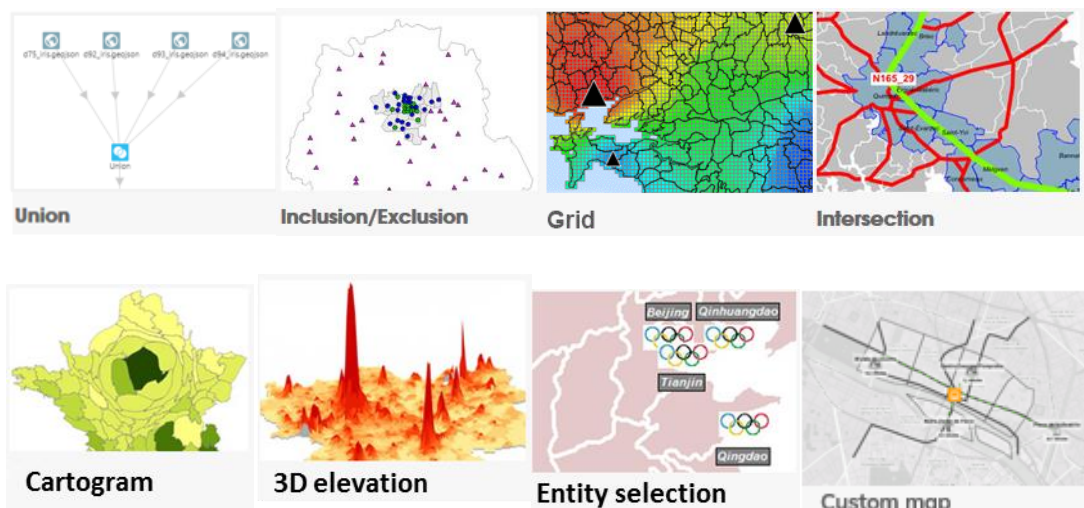
Import your data and spatial data

Choose your territory and the data you want to analyze: districting, GIS maps, Excel files, dynamic links with your DBMS (ODBC), etc. The software can use all the main formats of spatial or statistical data on the market. See details below.


Map

Data
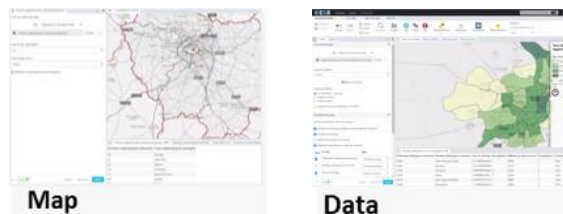
Personalize your geographic space

Whether you need to create a map of the world, of a department, a city or a neighbourhood, quickly target the geographic area that fits your analysis. In a few clicks, go from a global view of your territory to a specific area. You can also create unique background maps by drawing entities directly on a map or image (object, engine, factory plans...). It is also possible to overlap your map with an analysis grid or distort it according to a variable.

Union

Inclusion/Exclusion

Grid

Intersection

Cartogram

3D elevation

Entity selection

Custom map

Locate your addresses

Visualize your clients, prospects, retail stores, shops, agencies, activity sites, POI, etc. as points on the map to associate them with quantitative and qualitative information. You can import your addresses from an Excel file, a database or directly as GPS coordinates. Placement can be accurate down to the street number, in France or in the whole world, depending on the information you have.

Geocoding   Geolocalization   Point creation
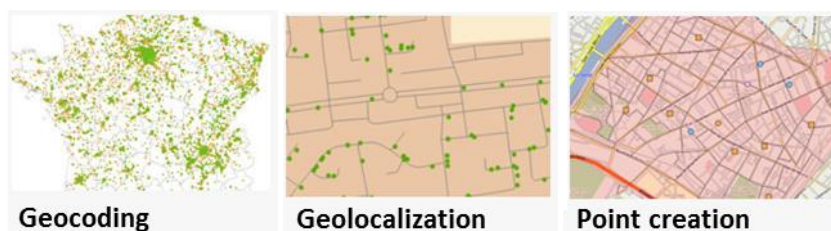
## Create your own districts and territories

Do "classic" administrative breakdowns not suit you because you work with specific areas? You can automatically or manually recreate your commercial breakdowns, specific zones, balanced sectors or other types of territorial breakdowns, basing yourself on neighbourhoods, postal codes, administrative districts, departments, etc.

Articque Platform offers two automatic districting methods: the heuristic method, and the genetic method, which is connected to Machine Learning. Successive executions allow "learning" genetic algorithms to optimize their results in order to find solutions to complex optimization problems.

Districting   Manual districting   Merge   Aggregation
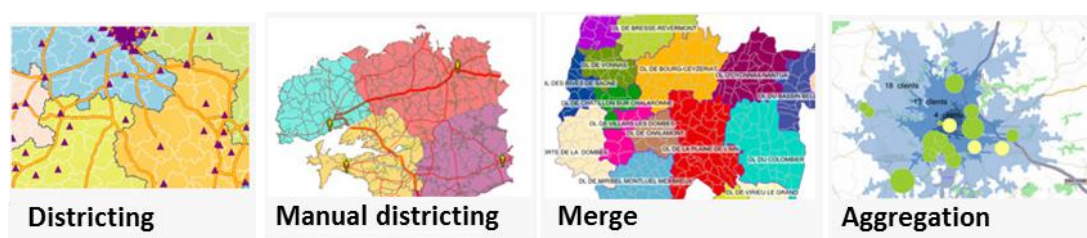
Analyze your coverage, your catchment areas, your areas of prospection

Automatically represent your theoretical catchment areas depending on distance or driving time, or your real catchment areas using the geolocalized addresses of your clients and prospects. You can determine the number of clients within a given radius around your agencies, identify the territories that you do not cover yet and untapped prospection potentials…

Catchment areas   Access areas   Hull
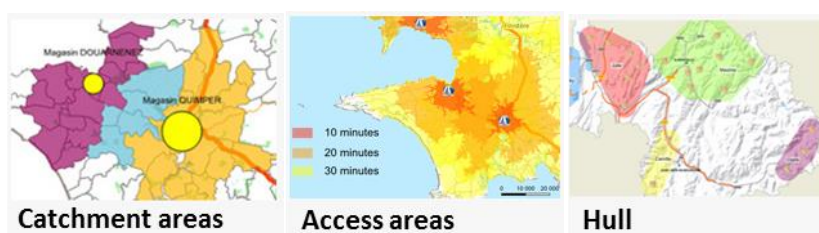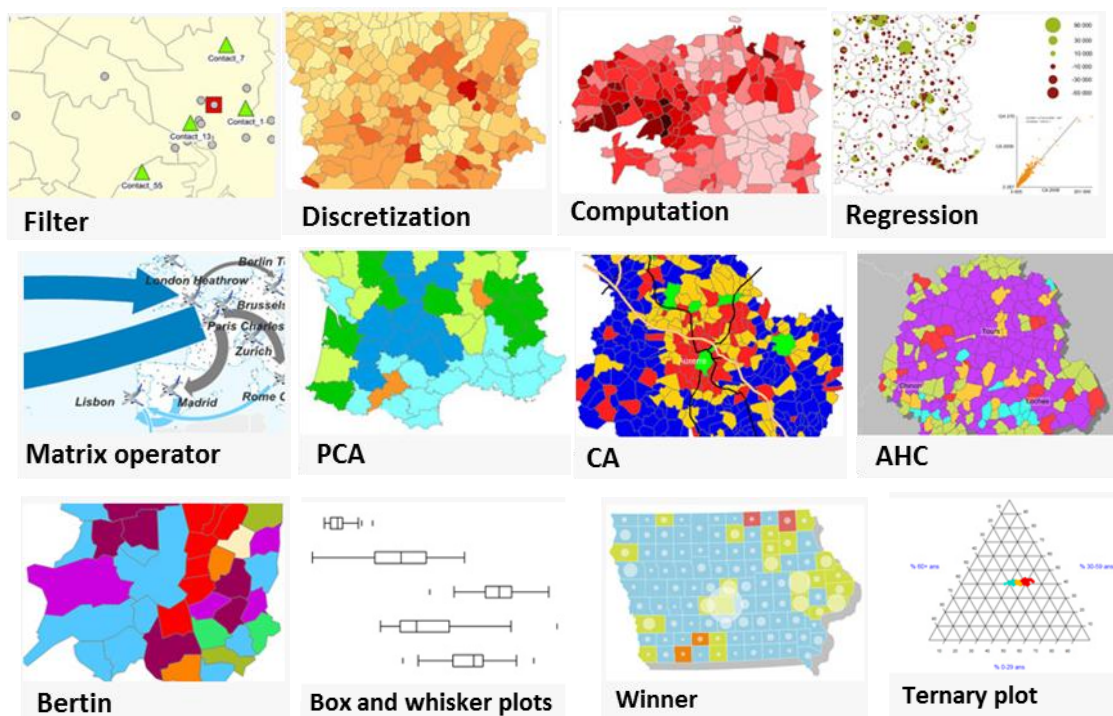
Compare the attractiveness of your points of sale and optimize your locations

Shops, agencies, regional offices, etc.: assess the attractiveness of your sales locations and observe overlap between your sales outlets and your competition. Evaluate the coverage of your network, make simulations to optimize your current and future locations.


Polarization   Location simulation
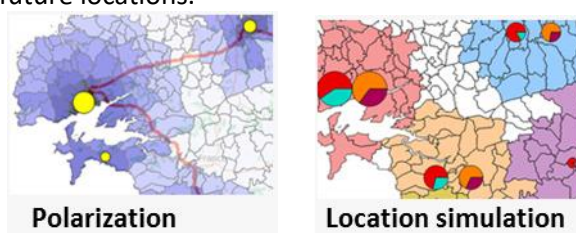
Make the most of the power of statistics: computations, classifications, correlations…

Filter your data, compute indexes, compare variables, define standard client or territory profiles… You create new statistical indicators to highlight truly strategic information.

Filter

Discretization

Computation

Regression

Matrix operator

PCA

CA

AHC

Bertin

Box and whisker plots

Winner

Ternary plot

Take the spatial dimension into account

Link your business data with the characteristics of your territories: surfaces, road distances, travel times (by car, by truck, on foot, by bike, etc.). You have everything you need to calculate population density, to measure how far your clients are, to find out where they are located, etc.

Length

Surface

Minimum distance

Flying distance

Affiliation

Road distance

Grid

Smoothing
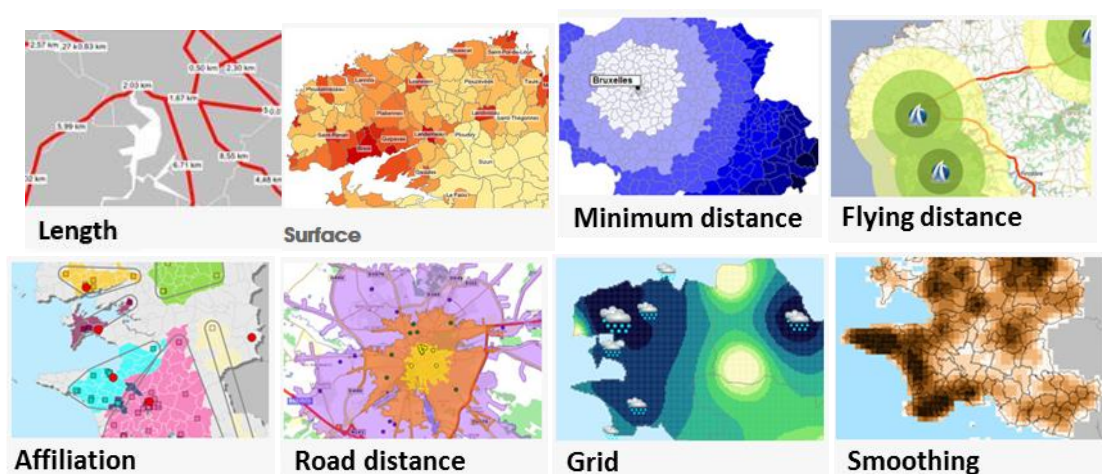
Choose the right representations to create truly revealing maps

You have access to representations adapted to your data, from the simplest ones to the most detailed. Your maps highlight remarkable occurrences. They become clear and are immediately intelligible to the recipients, helping them make the right decisions.
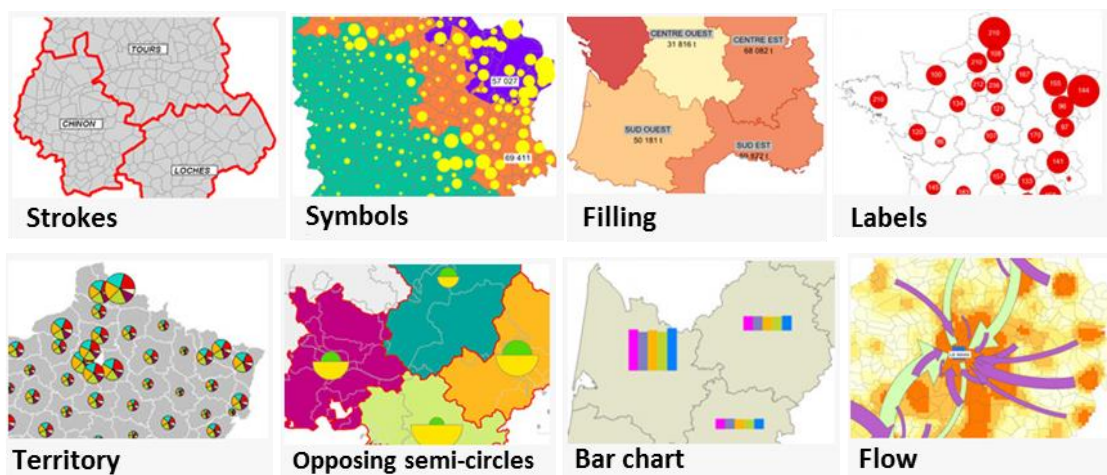
Enrich your cartographic analyses with charts

Add charts next to your maps to immediately obtain a synthesis of your KPI on a given geographic level. Choose between several types of charts to represent your data in the most relevant manner (pie charts, bar charts, plot charts).
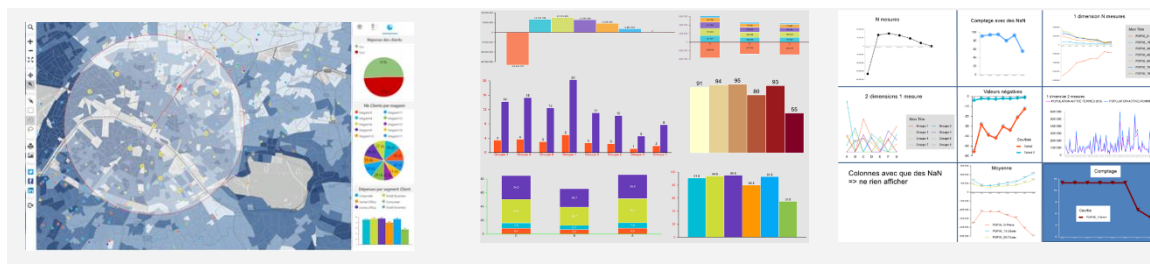
Communicate your results with personalized reports, automatically formatted

Share your analyses and decisions according to your needs: generate HD maps, tables and Word/PDF reports on demand or automatically for all your territories, sites and points of sale.
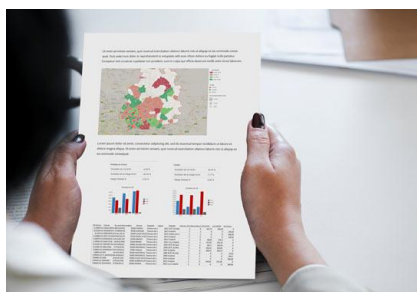
Discover our solutions on our Youtube channel: you can watch demos and video tutorials:

Discover C&D Online / Articque Platform

Articque video tutorials
C&D / Articque Platform
(subtitled)

Boundary maps

Our **World boundary maps** (Carticque) are included in the Articque Platform packages. They include:
- the administrative boundaries of the continents, countries and provinces of the world,
- the major cities in the world,
- the total number of inhabitants of world states.

The list, naming system and codification used are consistent with the applicable **ISO 3166-2 ISO standard,** which is officially recognized by the UN and guarantees an internationally operational codification.
The database is available as latitude and longitude coordinates (WGS 84). Consequently, it can be used with **all types of map projections**.

Together with our consultant, you will define what you need for your project: Articque has a lot of possibilities to offer. Our professional cartographers can even **create your own personalized base maps!**

Data

Articque offers a variety of data, among which:
- a database of socio-economic indicators for France,
- the French Company database.

Those databases are **based on the Sirene database and on the census carried out by the French National Institute of Statistics and Economic Studies (INSEE).** These indicators are **reliable, up-to-date and localized.**

For data regarding other World countries, please get in touch with your commercial contact to discuss your needs: they will **create a proposal adapted to your project!**

Road options

Articque is a TomTom partner. TomTom is a world-recognized expert of navigation and road map databases. Our solutions use TomTom light-duty vehicles and heavy goods vehicles map databases for France, Europe and the world.
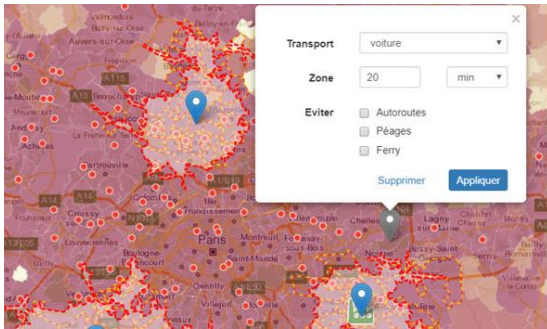
Articque Platform offers several features to help you solve your travel-related business issues: road options. These features allow you to include road distances and travel times directly in your mapping analyses, with a detailed display of road plans and streets. To enrich the features of Articque Platform, road options include three dedicated modules and their road maps: Access areas, Road distance, Raster.

Here are a few examples of analyses made possible by road options:

- Displaying the coverage of your distribution network, the catchment areas of points of sale, the access areas of points of sales, warehouses... within a drive-time zone or a specific radius (travel time or road distance).
- Defining charging zones depending on travel time or on a distance in kilometers by road.
- Obtaining the number of clients or prospects located within x minutes of your agencies.
- Assessing your performance (potential turnover vs cost of visits) and adjusting your strategy.
- Displaying cannibalization areas, and the areas of your network that are thinly or under served.
- Streamlining your logistical flows and transport costs, by associating each recipient with their closest supplier.

Articque is a TomTom partner: the road maps databases we offer depend on those available in the TomTom catalogue. This catalogue has an international coverage; however, the level of detail of base maps can vary depending on countries, and evolves constantly.

Whether your studies use administrative codes, zipcodes or codes specific to your company, our team of cartographic experts will study your databases and the territorial breakdown relevant to your project in order to present you with an offer adapted to your needs.

We offer road maps both for light-duty and heavy goods vehicles. The "Truck" mode of transport (option) uses a specific "TomTom Logistics" database which integrates additional characteristics concerning heavy goods vehicles (length, width, weight, speed limitation, traffic ban, etc.) Should you require the "Truck" database, our experts will make you a personalized proposal adapted to your needs.

DataComposer: data preparation for everyone
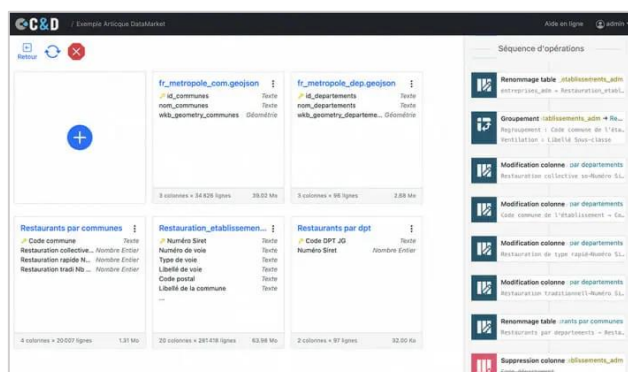
The Articque Platform's DataComposer function is an invaluable tool for preparing and cleaning your data for cartographic analysis. Its interface has been designed to simplify the handling of your data, while offering you the possibility to perform complex processing if you wish. DataComposer is therefore aimed at both Excel users and data specialists.

You can load your data files (CSV, Excel, GeoJSON) or connect to various data sources (Sirene® database, PostgreSQL database...) according to your business needs.

The operations are numerous: linking tables, transforming, grouping, merging, filtering, counting, geolocating your addresses, creating conditional formulas, exporting... Or directly associating the data with territories to save precious time.

The DataCompositions thus created can be added directly to your Organigrams to save you time.

Ready-to-use socio-demographic and company databases (optional)

All the resources you need to enrich your analyses

Socio-demographic indicators are among the crucial data to **enrich your geomarketing studies and make your decisions more reliable in all their geographical nuances**. If you work on a B2B market, having reliable and localised company data is also essential for your strategic analyses. The ArticqueDataMarket module offers, as an option in Articque Platform, several thousand up-to-date, reliable and localised indicators from the INSEE census and the SIRENE database; you can thus make the right decisions by taking into account the real environment of your market. You identify your customer typologies and locate areas with untapped potential.


Ready-to-use data at your fingertips

You can easily find the data you need and filter your search results by geographical grid, year of the data, theme and sub-theme.

Once you have chosen your data table, you customise your selection with the indicators you want to keep, as well as the territories you are interested in (region, department, INSEE commune code, IRIS code...). The data is then directly added to your Organigram.

Our socio-demographic data

The data cover the French territory (including DOM-TOM) and are available at the regional, departmental, municipal and IRIS levels. They include the following themes and sub-themes
- <u>Population</u>: births, deaths, socio-professional categories, population structure, couples, families, households.
- <u>Employment</u>: characteristics of jobs, working population, activity of residents.
- <u>Trade</u>: retail trade.
- <u>Living conditions, society</u>: housing, holidays and leisure.
- <u>Education</u>: qualifications, training, institutions.
- <u>Health</u>: health personnel and facilities (counting)
- <u>Services, tourism and transport</u>: personal services, tourism, transport facilities.
- <u>Income, wages</u>: wages and salaries, standard of living, assets.
- <u>Enterprises</u>: characteristics and demography of enterprises (counted by activity)
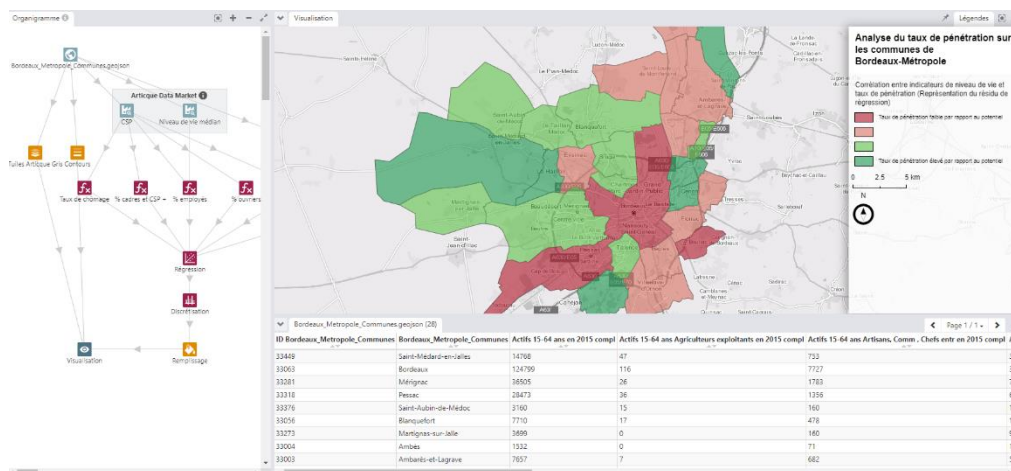
Our company data

Articque **compiles and enriches the Sirene®** database to provide you with economic and legal information on 28 million establishments.

You can thus draw up **a panorama of your B2B market** by locating your client companies or prospects, but also your competitors, your prescribers or your resellers, to obtain both a **strategic and operational vision of your market**. The Sirene ® database is enriched with geographical x:y coordinates and updated daily. You can thus analyse your competitive environment according to zones, and organise your prospecting actions: the data is available at the address for maximum precision.

The database contains a wealth of information on companies registered in the Sirene® database:
- ✓ Company name,
- ✓ Address,
- ✓ NAF code,
- ✓ Siren and Siret numbers,

- ✓ Number of employees,
- ✓ Date of creation,
- ✓ Name and first name of the company's natural person...
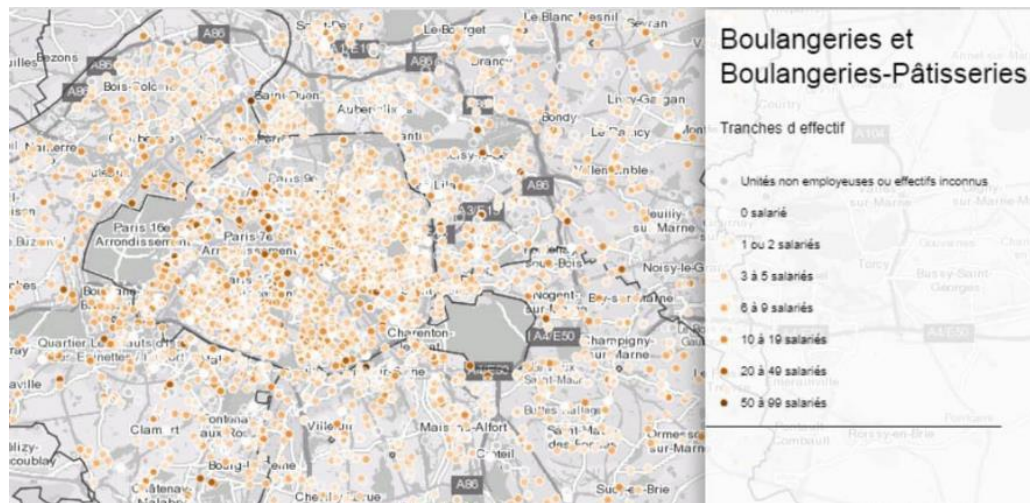
The data from the ArticqueDataMarket module is also integrated into our Geoservice Data.

C&D Desktop

Expert and Analyst users with a valid Articque Platform license can also **download C&D Desktop from the "My Account" tab within Articque Platform.** They can then install it on their computer (as long as they have admin installing rights).

Users can start C&D Desktop on their workstation by using the login information of their Expert or Analyst Articque Platform account (ID/password) and the URL of the Articque Platform server on which they have a valid account.

This authentication will be **required each time C&D Desktop is started** on the user's workstation. It necessitates a **valid intranet connection to the private Articque Platform** of the company, as well as a **valid Expert or Analyst account on the relevant Articque Platform.**

Users will be able to start C&D Desktop on their computer even **without an internet/intranet connection** for 10 days after a successful authentication**.** However, they will still need to **login in order to start the software.** If need be, users can view how many days are left without a connection in the "File" -> "Help" menu. After the 10 days have passed, users will need **to successfully log in again** in order to keep using C&D Desktop on their computer.

This possibility is an **extension of the Expert or Analyst license**. It is designed to give additional advantages to users. C&D Desktop allows them to:

- **work offline** if they wish to,
- benefit from **advanced formatting options** for printing.

This access can by no means be shared.

See the technical prerequisites for C&D Desktop

Geocoding

Geocoding is an online GeoService enabling you to enrich your address files with geographic coordinates (x/y).

Locating and projecting your addresses on a map (customers, prospects, establishments, real estate, etc.) begins with geocoding. Geocoding your addresses is useful for numerous types of analyses:
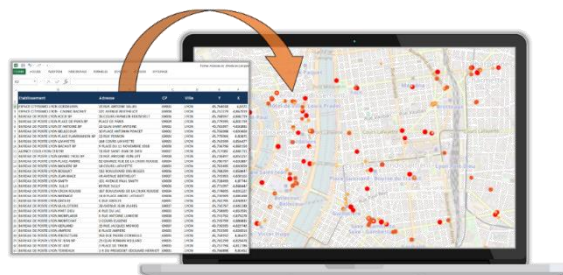
- **Customer studies:** locate your customer portfolio and define its specifics
- **Districting studies:** divide your sales forces according to the location of prospects and customers
- **Location studies:** choose a new location according to the density of a given population and to the location of competing brands
- **Targeting communication campaigns:** define a list of individuals to target according to their geographical location

The geocoding geo-service allows you to quickly and accurately geocode large volumes of addresses. It also gives you the possibility to manually modify the incorrect addresses (by inputting them or by moving the marker directly on the map), and to set up automatic geocoding scripts via an FTPS connection.

The advantages of our Geocoding GeoService:

A worldwide coverage:

The Geocoding geo-service is now available for all world countries, with a varying coverage rates depending on the geographic area. You can test the precision of our reference system at http://nominatim.articque.com/

Intuitive:

The Geocoding geo-service is very easy to use and leads you step by step to help you import your address files to geocode.
After the process is complete, you can export your address files enriched with coordinates x, y in one click of a button.
Additional manual processing may be required to adjust incorrect addresses. You can make these corrections by manually entering the correct address or by repositioning its marker on the map interface.

Easily automated :

Geocoding also offers the possibility of setting up automatic geocoding scripts via an FTPS connection. A geocoding API also allows all geo-service users to geocode addresses by simply using a URL. You have the possibility to generate your license key directly in the user interface.

Download the full product sheet of the Geocoding GeoService

Managing cartographic information

Articque Platform enables you to handle any type of cartographic data (points (POI), polygons (zones), lines (limits) etc.) as well as associated metadata (addresses, tags, etc.).

Articque Platform is compatible with a large number of geospatial data formats:

- ✓ MIF/MID
- ✓ GeoJSON
- ✓ SHP
- ✓ TAB
- ✓ KML/KMZ
- ✓ WMS tiles

Around forty cartographic projections are natively included:
- ✓ WGS84
- ✓ Lambert 93
- ✓ Lambert II extended
- ✓ Mercator and Mercator for BING and Google Maps
- ✓ Etc.

With Articque Platform, you can export created maps and data in various formats:

GIS / Spatial Data formats:
- ✓ GeoJSON files
- ✓ WKT files
- ✓ KML files

Image maps formats:
- ✓ Multi-layers vector PDF files
- ✓ Raster maps JPEG/PNG/TIFF/GIF/BMP files
- ✓ MS Office vector EMF/WMF files
- ✓ Images maps exports can be automated in batch/bulk processing thanks to the "Multimap" feature, based on user's parameters and choices

Data tables files formats:
- ✓ TXT/CSV
- ✓ MS Excel (XLS/XLSX)

Data direct export into a database table:
- ✓ ODBC
- ✓ MS SQL Server
- ✓ PostgreSQL/PostGIS
- ✓ MySQL

Export image maps inserted into documents/reports:
- ✓ MS Word
- ✓ PDF
- ✓ Images maps exports into documents/reports can be automated in batch/bulk processing thanks to the "Multimap" feature, based on user's parameters and choices

Technical prerequisites

1. Client computer station

Browser

- Users can access Articque Platform from their workstation through an Internet browser
- An Internet connection is required
- The web application is optimized for Mozilla Firefox, Google Chrome, Safari, and recent versions of Microsoft Edge (latest up-to-date version recommended). Articque no longer maintains the solution for Internet Explorer 11 (starting September 30, 2021).

2. Servers

Servers OS

- The company platform Articque Platform is installed on a Windows 2016 or higher server.
- The RAM/disk space/Processor server dimensioning depends on the amount of potential users and of their production/publication needs. It is examined, then conveyed by Articque to the client under the form of a recommendation unique to each project.
- Articque Platform can be installed on a dedicated server hosted by Articque or On Premise
- **Articque Platform consists of two parts :**
    - **Articque Platform Webservice (Webservice C&D and Webservice DataComposer)**
    - **Articque Platform Web application**

Articque Platform Webservice

- The Articque Platform webservice is a WCF webservice self-hosted in a Windows service. It requires the following software components:
    - Microsoft .NET Framework 4.8
    - Microsoft .NET Core Framework 6
    - Visual C++ 2015, 2017, 2019, 2022 ATL Runtime Libraries (x64)
    - Windows Installer 3.1

Note: These components are provided with the installation package of the webservice and deployed if necessary.

Articque Platform Web Application

- The web application needs to use the Apache web server, the Postgre database system PostgreSQL and the PHP script language. The Apache server has to be configured to work with PHP.
    - Apache : 2.4.xx VC17 64bits
    - PHP : 8.1.xx 64bits
    - PostgreSQL 13.xx 64 bits
- If Windows firewall is activated, the following ports must be open: 80 (always, will be redirected to the https if necessary) / 443 (https).

Authentication / authorization

Our Articque Platform offer natively includes a connection to your LDAP directory. Around this kernel, we can configure various connection mechanisms (SSO, SAMlv2 tokens, etc.) to comply with your needs, which will have to be defined.

Access to external data

Some functionalities offered by our software might necessitate accessing external data or external servers. This is the case for the Geolocation and Articque DataMarket modules of the Articque Platform, as well as for the WMS flows:

- Geolocalization: http requests on the Articque Geolocalization Webservice that will feed back geolocalization results
- Articque DataMarket: http POST requests to the Articque Geoservice Data API, which return results from selected data tables.
    - o The http requests are sent from the internal client server on which the Articque Platform/C&D Online application is installed.
- WMS flows: http requests on our tiles server

3. Hardware

Recommendations for server size:

These characteristics are only indicative. The RAM/disk space/Processor server dimensioning depends on the amount of potential users and of their production/publication needs. It is examined then conveyed by Articque to the client under the form of a recommendation unique to each project during the interview prior to the deployment of the solution:

- Processors: 4 cores minimum (4 vCPU), 8 cores recommended (8 vCPU)
- RAM: between 16 and 24 Go,
- Hard drive: 50 Go for the system, 150 Go pour the application with data, 30 Go for daily backups.
- Windows 2016

4. Prerequisites for C&D Desktop

Articque gives registered Articque Platform users the possibility to obtain the Desktop version of the map-designing studio in order to **work offline or to benefit from advanced formatting features for printing**. The technical prerequisites below are necessary to the optimal operation of the desktop version of the software:

Technical prerequisites for C&D Desktop

Hard drive:

- 250 MB of disk space are required for the installation of the software itself.

- An additional 1 GB is necessary to add a set of base maps such as the Administrative France Carticque.

- Between 500 MB and 3 GB more will be needed if you purchase Road functions (depending on the option selected).

RAM:

- A minimum of 4 GB for the simplest maps (representing departments or districts) –

- A minimum of 8 GB for maps representing a communal breakdown on a national scale.

- 16 GB are recommended for maps representing a communal breakdown on a national scale with a computation (districting, aggregation of data stemming from a geolocation, intersections, distance and/or travel time computations, etc.)

Processor:

- An Intel Core i5 Processor is required at a minimum for the simplest maps (representing departments or districts) – i7 (quad core) 2.00 Ghz at a minimum for maps representing a communal breakdown on a national scale.

- I7 > 3 Ghz are recommended for maps representing a communal breakdown on a national scale with a computation (districting, aggregation of data stemming from a geolocation, intersections, distance and/or travel time computations, etc.)

OS:

- Operating systems compatible with Microsoft .NET Framework 4.8: Windows 10, 11.
- 64 bits systems recommended for more complex maps.

Hosting and outsourcing

Depending on the client's choice, Articque Platform can be hosted:

- By the client on their own "on premises" infrastructure (or by the service provider of their choice, under their responsibility). An assistance service is provided by Articque for the initial, then the annual installation.
- By Articque: please refer to the dedicated product sheet

A scoping meeting with our IT department must be organized as early as possible during the project in order to work out all the conditions and ensure the successful achievement of the service.

Support and maintenance

Choosing Articque does not just mean choosing a mapping solution. It means being guaranteed to benefit from a human, professional and personalized support throughout our adventure together:

Technical support and unlimited assistance*
Our technical support team is based in France, in Fondettes (37230). Our trainers, who are also cartographers, are available by phone or by email to assess and solve your technical difficulties. They are here to help you and offer methodological, cartographic and statistical advice.

Learn more

Familiarization session
Start off on the right foot with the help of a cartographer and trainer. Our expert will check the solution functions properly and will create your first map with you, step by step.
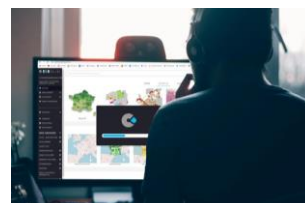
Learn more

Advisory meetings
Since your needs and projects are in constant evolution, you can benefit from 4 online advisory meetings per year, on the subject of your choice, with one of our cartographer and trainer.

Learn more

Updates
The software, maps, data and road baselines are updated automatically so you can benefit from the latest innovations**.

Learn more

This assistance is reserved for users with an "Analyst" or "Expert" license.

**In the case of an on-premises Articque Platform, Articque provides you with the update files.*

You will find the **details of the different levels of support** below :

1. The subscription includes access to maintenance and level 1 support.

Updates

The software update is included in the yearly subscription (Serenity or Saas). The details of improvements made with each version are available at the following pages: https://www.articque.eu/new-features-cd/ and https://www.articque.eu/new-features-articque-platform/ (from December 2020)

Annual updates of boundary maps subscribed by the user and of the TomTom road maps used in road functions are made automatically by Articque, or are made available in the event of a local installation.

Concerning an On-premises Articque Platform, an assistance service for the annual update allows Articque to assist the client during the installation of these updates.

Support, assistance and training must imperatively be carried out using the latest version of Articque solutions.

Description of level 1 support

Administrator, Analyst and Expert users have access to technical support and level 1 assistance services.

- It consists in **methodological, cartographic or statistical advice** to assist them in the use of Articque Platform features in their context, which do not require a long investigation period (less than 15 minutes).
- **Privileged, unlimited access to the helpline in Metropolitan France (non-surcharged call from 9am to 12pm and from 2pm to 6pm)** guarantees an intervention with high added value on cartographic, statistical and IT matters. You benefit from our technical and methodological support everyday **by phone and email.** We guarantee a true "human" response given by instructors who are both experts and experienced at teaching and are based at our site in TOURS (Indre-et-Loire, France).
- Languages used for technical support are French and English.
- **We guarantee a swift answer – within 24 hours (in work days) for any request made by email.** The average response time observed (moment the support team takes charge of the incident) varies between two working hours and two working days depending on the categorization of the cause of intervention, and consequently of its urgency. Since the assistance service is mutualized with ARTICQUE's other customers, the response time, and then the resolution time depend on the complexity and global volume of requests made at a given time.
- When the level 1 support expert detects a **need which comes under level 2 support**, the request is transferred to the level 2 team. If lengthy tests are required to find the solution to the problem, the Client will be notified and a date will be proposed for further contact. Amelioration requests within the initial functional scope will necessitate a feasibility study phase triggering the use of the stock of tickets.

2. Level 2 support – tickets

Description of level 2 support

Level 2 support corresponds to:

- The assistance of **Administrator** and **Super-Administrator** users for any question concerning the installation or update of Articque Platform, the configuration or use of its technical components (Webservice / Web application / Database / authentication system, boundary maps/data resources, road baseline), the technical administration of Articque Platform and the update of its license.
- The assistance of **Expert** users about: the creation and configuration of Atlases and Wizards, the connection to an external database (ODBC, MySQL, MS SQL Server, PostGreSQL, SalesForce, IBM Cognos), the resolution of a technical issue encountered with these features.
- Methodological, cartographic and statistical advice that require a long investigation period **(more than 15 minutes)** not included in level 1 support.

These services necessitate the **use of « level 2 technical support » tickets,** which are billed as a supplement. Their stock must be renewed as required.

Users ("Expert" or "Administrator" profile) express their questions ("incidents") to the Articque support or to their project contact. The support contact will forward the question to the level 2 team, who handles questions depending on their urgencies.

In general terms, in order for the support to be able to answer a question as quickly as possible, it must be worded clearly and as precisely as possible, both about the incident itself and about the environment (exploitation system, software package version, etc.). In some cases, it will be necessary for the user to provide the files used when the incident occurred in order for the technical support to reproduce the issue in an equivalent situation.

Tickets count

Level 2 support necessitates the use of Tickets that are billed in advance to constitute a stock, renewable as required. 1 ticket corresponds to 30 minutes of intervention. If the stock reaches zero, an intervention is not possible.

Incident management is kept count of in the form of Tickets as follows:
- **1 ticket when an incident is triggered**
- **Then 2 ticket for each half-hour of resolution**

The Articque level 2 support team keeps count of completed incidents. The state of the remaining "stock" is available through a simple email request. The tickets are valid for one year; unused tickets are not transferred to the following year.

3. Limitations and exclusions from the Articque support service

ARTICQUE recommends that users follow an initial training session, and a session at each major update in order to make their use of the software easier, considering that this service **does not constitute a training session.**

During the **familiarization session,** consultants can guide users "step by step" in the creation of their first map and present the operating mode of the solution.

Each quarter, ARTICQUE proposes users take part in a one-hour phone interview on the subject of their choice (according to our consultants' planning) in order to assist them in a process of optimization of the software. An interview that was not used during a quarter cannot be transferred to the following quarter and will be considered as used.

The support, assistance, as well as the training sessions must imperatively take place using the latest version of our solutions.

Terms and Conditions

These documents are available on the legal portal of our website, articque.eu.