



# ARTICQUE

LIGHTING YOUR WAY TO BETTER DECISIONS

The geospatial dimension of your data



**C&D**  
ONLINE  
ANALYST

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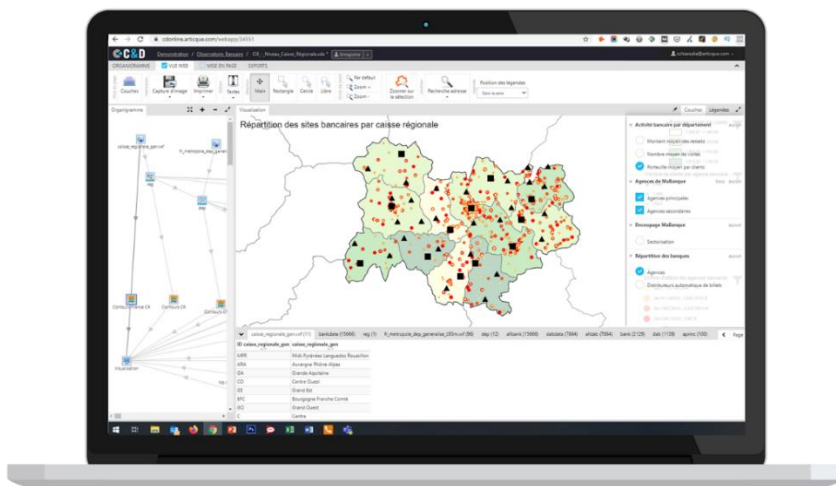
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# C&D Online – Analyst package: Create your maps and model your analyses



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, management of human resources...



## 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 C&D Online 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.

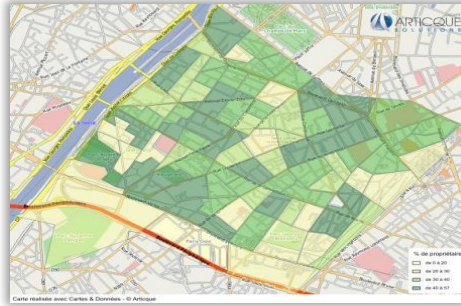


## Analyze information and understand trends

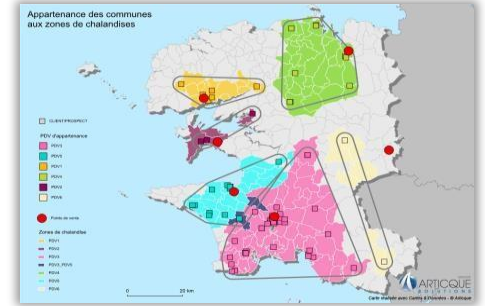
In addition to giving you a new insight into your data, the C&D Online design studio allows you to cross-reference indicators to go beyond simple observations. The features and the analysis tools of the software easily give you the answers to essential questions in order to understand the key factors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



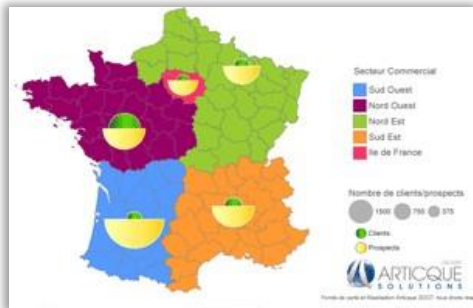
How do I redefine my sales areas to enhance my performances?



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 pitch our next sales outlet?



## Publish your maps and share them with your colleagues

With C&D Online, you can choose between several possibilities of publication and exports to share your maps and your analyses with your colleagues, partners or clients.

### ETUDES



- Share your map in a collaborative work space accessible only to registered co-workers.
- Generate and share a URL link to broadcast your map on the Internet.
- 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

# Content of the Analyst package - Europe

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In order to carry out your analyses, you will have at your disposal:

- A named **Analyst C&D Online license**
- The **boundary maps for Europe** (Carticque) containing the outlines of countries, provinces, and 2-digit zip codes.
- The **Road Options for Europe** (light-duty vehicles)
- The possibility for the Analyst user to download the Desktop version of the software, [C&D Desktop](#), in order to benefit from advanced formatting options for printing.

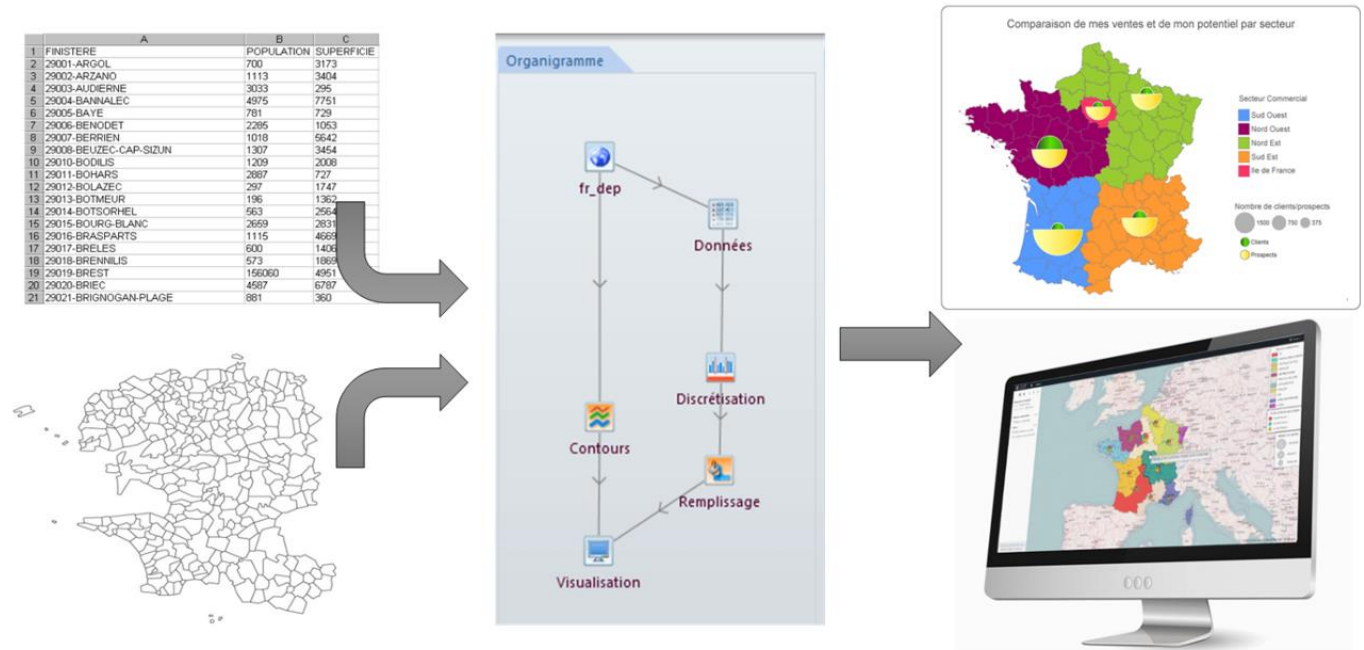
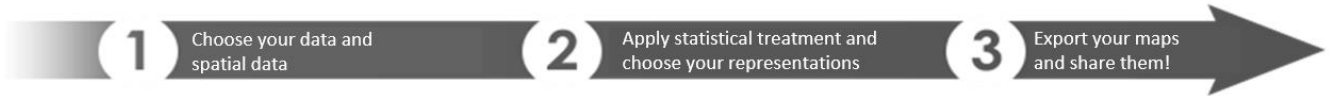
## Description of the Analyst profile

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**“Analyst” users 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 Analysts to provide them with business-oriented working bases that they can re-use and customize.

# C&D Online operating principle and interface



C&D Online 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** →

**Flow chart** →

**Visualization** ←

**Data table** ←

ID de l'adresse	Inclusion Exclusion 2	CA POS DPM	CA POS EPICRSE	CA POS SLS	CA POS LQJRE	INDICE CONGO DPM	INDICE CONGO EPICRSE	INDICE CONGO LQJRE	Discrétisation DPM	Discrétisation EPICRSE	Discrétisation LQJRE
02484701	Dreze Route de la Forge	547551086216	1276333038477	1875122278434	738411761427538	11534504788936	95344348493642	105919100946421	1	1	1
032794000	Saint Aubin de Mélauc	9748613927392	347918618177982	489391218142624	182192131204538	12348487228787	118307093048421	1341821977592	5	5	5
030840000	Lezardes	78708107225814	116689148776714	18818423204519	76737678462374	10648507504916	972987376203583	981048888888888	1	2	2
033101000	Écl	848021842321971	14892615347481	18818423204519	88842184791008	105157570498883	981021175281142	105124534277108	2	2	2
030051000	Chemin de la Vie	112889818862363	108468120735919	276163610464236	184889313328162	134211782423519	1134848427779	11874888773818	5	4	5
048870000	Saint Vincent de Paul	28998128423748	1084211700002	4098841039182	187870414238888	104148888881018	108107000000000	102108888888888	1	1	1

- **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 to create your maps and carry out your analyses

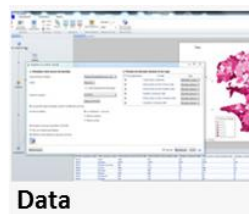
You have all the tools you need to locate, analyze, and communicate efficiently.

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...

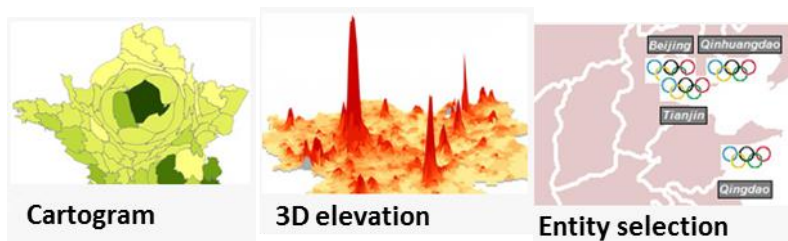
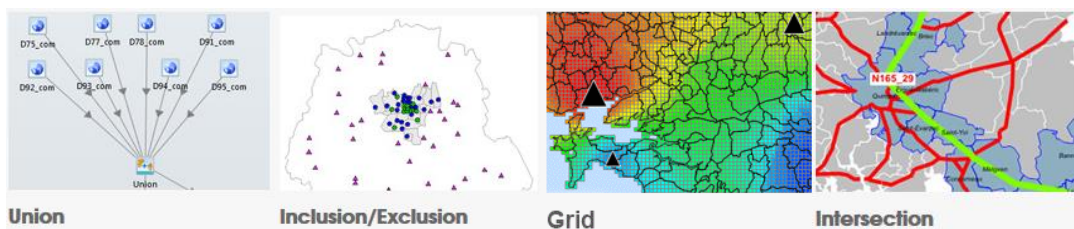
## Import your data and spatial data

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.



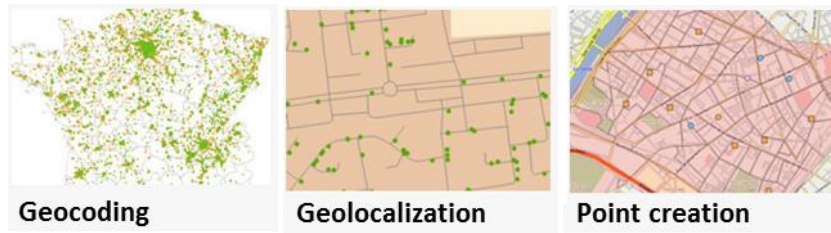
## Personalize your geographic space

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 overlap your map with an analysis grid or deform it depending on a variable.



## Locate your addresses

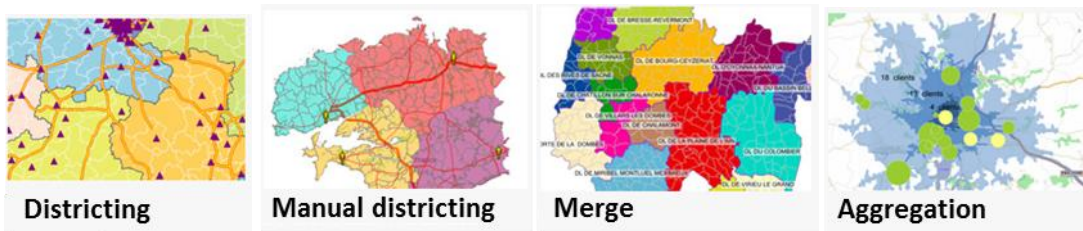
Visualize your clients, prospects, retail stores, shops, agencies, activity sites, POI, etc. as points on the map to associate them with quantitative and qualitative information. You can import your addresses from an Excel file, a database or directly as GPS coordinates. Placement can be accurate down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



## Create your own districts and territories

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

C&D 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.



## Analyze your coverage, your catchment areas, your areas of prospection

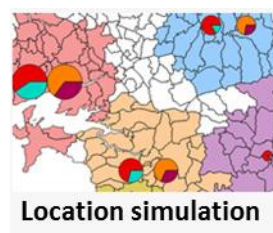
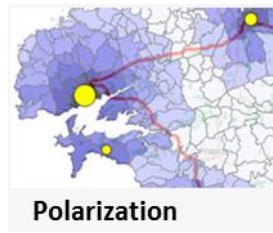
Automatically represent your theoretical catchment areas depending on distance or driving time, or your real catchment areas using the geolocalized addresses of your clients and prospects. You can determine the number of clients within a given radius around your agencies, identify the territories that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



## Compare the attractiveness of your points of sale and optimize your locations

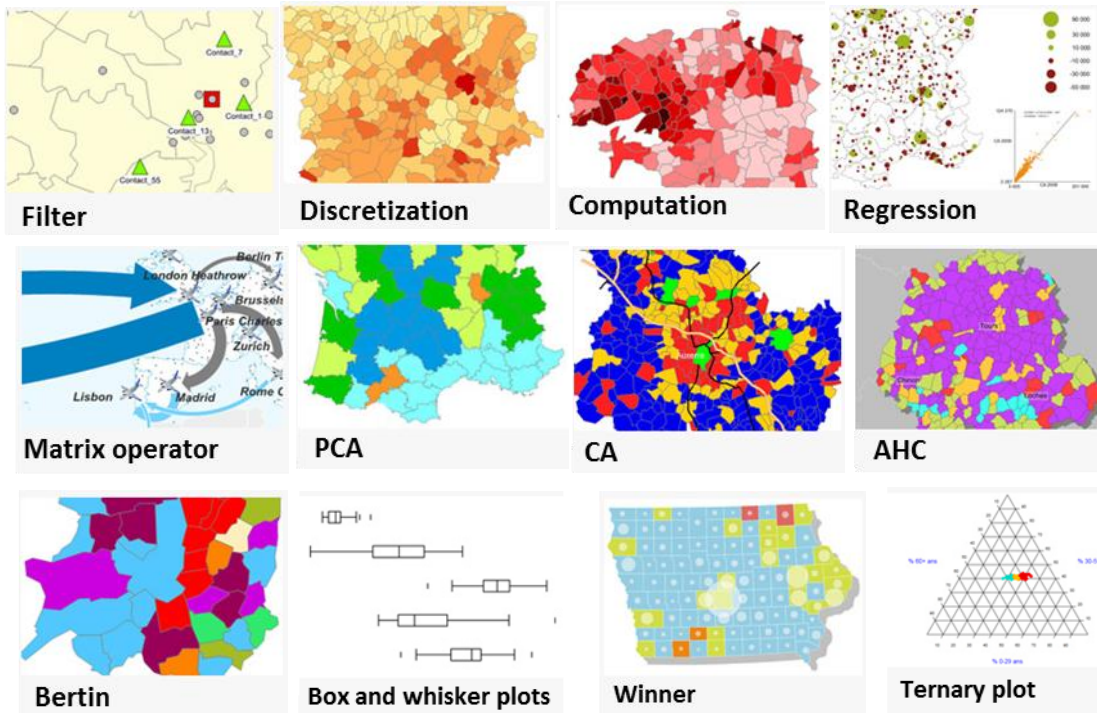
Shops, agencies, regional offices, etc.: assess the attractiveness of your sales locations and observe overlap between your sales outlets and your competition. Evaluate the coverage of your network, make simulations to optimize your current and future locations.





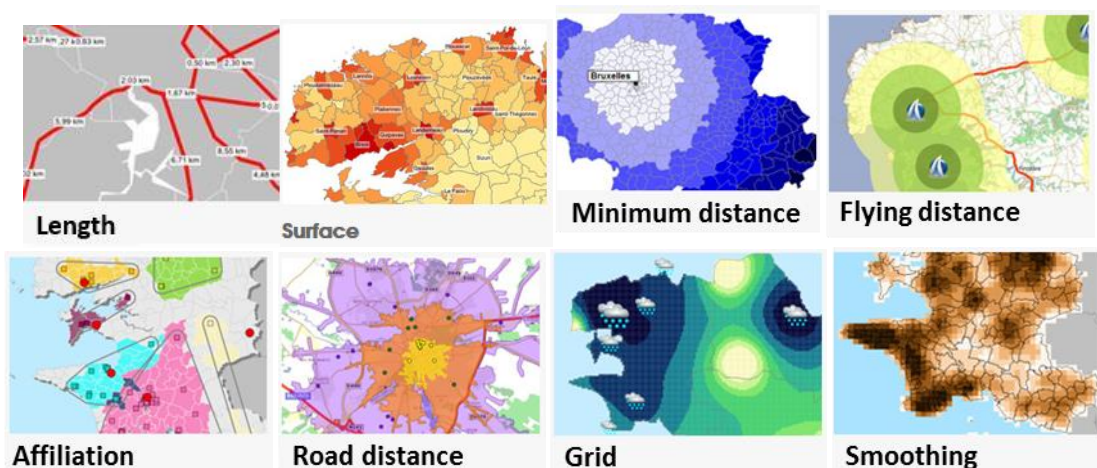
Make the most of the power of statistics: computations, classifications, correlations...

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



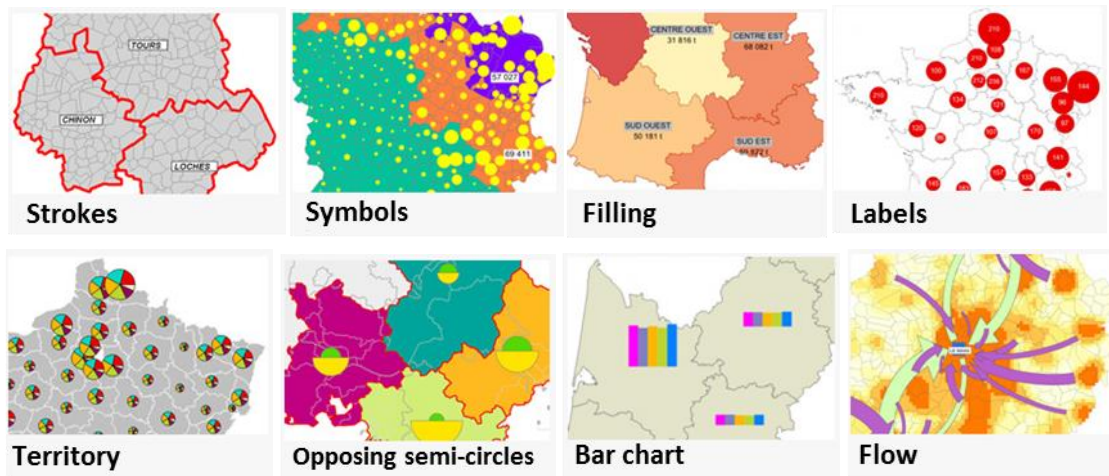
Take the spatial dimension into account

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.



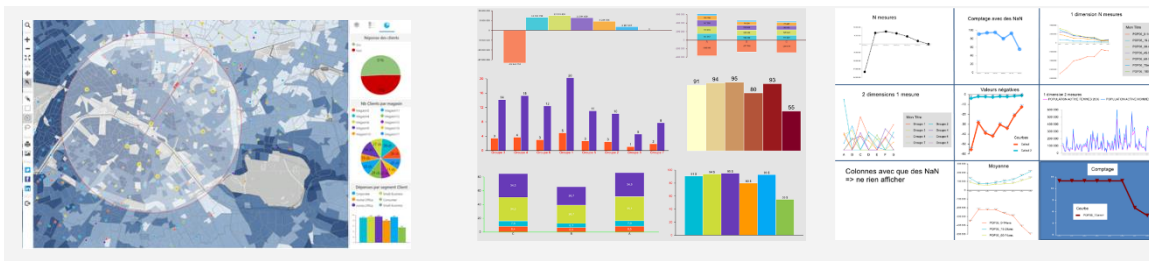
## Choose the right representations to create truly revealing maps

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:

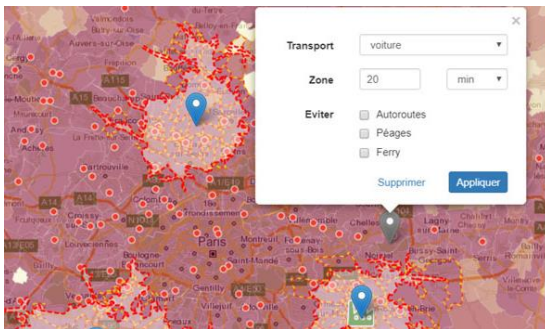


Discover C&D / Articque Platform



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

## Road options – light-duty vehicles (Europe)



Road distance, Raster.

C&D Online 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 C&D Online road options include three dedicated modules and their road maps: Access areas,

Here are a few examples of the 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 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 which are thinly or under served.
- Streamlining your logistical flows and transport costs, by associating each recipient with its closest supplier.



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.) For information about “Truck” map databases, please get in touch with your customer adviser.



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.

# C&D Desktop

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Expert users of C&D Online accounts can use the Desktop version of the software by installing it on their computer. C&D Desktop is an extension of the online license, and access **can by no means be shared with other people.**

The possibility of downloading C&D Desktop 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.

[See the technical prerequisites for C&D Desktop](#)

# Technical prerequisites

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For an optimal performance of C&D Online:

- Users access C&D Online from their computer station, via a web browser
- An Internet connection is required
- C&D Online 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).



Articque gives registered users of C&D Online 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 4.0: Windows 8, 8.1, 10.
- 32 bits systems for the simplest maps and 64 bits systems recommended for more complex maps.

# Hosting conditions (ARTICQUE shared Cloud)

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## Shared Cloud with standard service:

- Storage space allocated per account: 1 GB (excluding shared resources)
- Limitations of Shared cloud :
  - Maximum size for file upload: 64 MB
  - Maximum data in a flowchart: 2,000,000 cells
  - Maximum number of lines that can be displayed in the data table (dataspace): 100,000 lines
  - Theoretical bandwidth : input 5 Mbps / output 10 Mbps
- Hosting country : France
- IT management: Articque. Includes: OS installation, installation of the application, installation of all the updates of the application, installation and regular update of the antivirus.
- HTTPS: secure connection via SSL certificate.
- Data encryption: no. However, the data files are not directly accessible; they are renamed and their access is technically limited to application rights.
- Not adapted to the processing of data characterized as “sensitive” by the Client or by law.

**If needed, ARTICQUE can provide the software as a private platform with on-premises hosting (installed on your infrastructure) or on an ARTICQUE server that is strictly dedicated to you.**

# Support and maintenance

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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

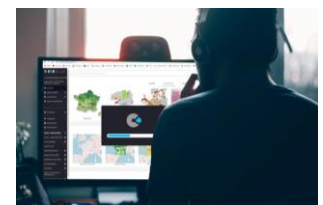
Since your needs and projects are in constant evolution, you can benefit from 4 online advisory meetings per year, on the subject of your choice, with one of our cartographer and trainer.

[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.*

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/>

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.

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

## Description of level 1 support

**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 C&D 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:**

- [\(Expert license only\)](#) 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.



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

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Here are the links to the Terms and Conditions of the Analyst package:

- [C&D Online SaaS Subscription – 36 months engagement](#)
- [Articque measures under GDPR regulation C&D Online Cloud](#)

These documents are available on the [legal portal](#) of our website, articque.eu.