



PTV | GROUP

Product Portfolio

PTV Data Product world spatial data

The Digital Data Suite represents the field of spatial data within the PTV Group. We are an experienced contact for anyone wanting to use or offer spatial information. As a pioneer in the geospatial industry with over 25 years of experience in the data market, service orientation and data expertise, the PTV Group is one of the European and international front-runners in the industry.

Consulting & Services

Data research

Hand over data research to us and make use of our direct line to more than 200 suppliers around the world.

Data and address enhancement

You've got data? We provide real added value by enhancing it with a wide range of market data.

Data customization and system integration in databases and BI systems

Whether we are customizing your own data or preparing standard data packages for your individual needs, you will always benefit from our specialist expertise, saving you both time and money.

Demand level analysis

Make use of specialized market data to identify untapped potential. Together with you, we will analyze your target group and compile the right data basis for you.

Territory and location planning

Our core expertise includes the market-driven planning of logistics and sales locations, turnover and customer-oriented calculation of branch networks and an optimum distribution of sales territories.

Geocoding

In addition to a number of software tools, we provide a customized worldwide geocoding of your data as a service.

API development

We can design and implement interfaces for you between your existing GIS and the data to be acquired. Detailed documentation is included as standard.

Application advice

Together with you, we will analyze your needs and develop recommendations for customized systems and processes. In addition to specialized PTV products, as an unbiased and independent provider, we can draw on the extensive offers from our network of suppliers and partners.

Training courses

In addition to our range of software, geotools and data, we also provide any training you may need. We will provide you with comprehensive and expert training on the products PTV Map & Market, MapInfo Pro, PTV xServer and much more, and will explain the applications, analyses and planning that are relevant for you.

Individual data creation and distance calculation

We create individual data products for a wide range of applications. These include, for example, travel time isochrones for various modes of transport or also distance tables.



Spatial Data

Street data

- **PTV Digital Data Streets** – Based on HERE or TomTom street databases
- **TomTom MultiNet and HERE map content** – In-depth digitized street networks from leading navigation data providers
- **HERE or TomTom transport** – Restrictions and warnings for truck transportation

Mobility data

- **PTV Validate** – Segment-based traffic volumes and source-destination matrices for cars and trucks
- **PTV Work-Route Matrix** – Depicts commuter flows between municipalities in Germany
- **Dynamic Demographics** – Mobility data combined with socio-demographic data
- **Agent-based traffic simulation** – Motor vehicles, pedestrians, public transport; comprehensive volume and structure analysis of traffic flows



Local and street directories

- **PTV Location Files** – More than 115,000 data sets in Germany, more than 550,000 in Europe and more than 5,000,000 data sets worldwide
- **PTV Street Directory** – Classification down to post-code or street sections, indication of house number areas
- **PTV Street Directory Plus** – House coordinates on the basis of HERE or TomTom data, corresponding to PTV Digital Data Streets

Digital boundaries

- **KGS14PLZ**
- **PTV Admin Boundaries** – Municipalities to federal states or comparable hierarchies in other countries
- **PTV Postcode Boundaries** – Digital postcode area boundaries of countries around the world
- **Many other boundaries worldwide**
- **PTV DATA GRID** – Reference geometry in 7 levels: 100 m x 100 m to 10 km x 10 km; compatible with demographic data from various sources
- **PTV PLZ8 Germany** – Reference geometry of 5-digit postcode areas and official municipal boundaries (approx. 80,000 spatial units)

Distance tables

- **PTV EWS distance tables** – Distance calculation between all locations in Germany and Europe
- **EWS Toll** – Distance tables with kilometers on toll roads for Germany and Austria
- **Individual distance calculation** – Tailored distance tables using individual routing profiles

Market data

- **Target group models and consumer typologies:** Best for Planning (b4p), online affinity, Milieus, CAMEO
- **Purchasing power ratios** – General purchasing power, retail purchasing power, assortment-related purchasing power, construction-related power, online purchasing power
- **Sales figures and retail centrality**
- **Finance and insurance typologies**
- **Holidaymaker typology**
- **Vehicle registration data** – Vehicle types, vehicle classes, motorization, alternative drives
- **Business-planning data** – Companies according to industry, workforce size and sales class
- **Further global demand level data for a wide range of industries**

Microgeographical data

- **PTV Socio Streets** – Finely detailed socio-demographics at street segment level
- **PTV PLZ8 Germany XXL** – Basic socio-demographic data on residents according to age and gender, purchasing power, etc.
- **PTV DATA GRID** – Demographic data in 4 packages, from socio-demographic data to purchasing power, right up to development structure
- **International demographic data at microgeographical levels** – Census areas, 6-digit postcode areas, etc.
- **Data at house level** – House type, building floor plan and roof area, heating types, Internet availability, etc.

POIs

- **PTV Points of Sale** – Database of chain stores and other service providers
- **Points of Interest / research and creation of POIs**
- **PTV Schools Germany** – approx. 30,000 school locations in Germany
- **PTV Kindergartens and Day Nurseries Germany** – approx. 50,000 data records in Germany

Data as a Service

- **PTV Developer** – Logistic and geographic APIs
- **Microsoft Bing Maps** – Cloud map service for developers
- **HERE Location Services** – Online map service
- **Weather API**
- **Air quality API**
- **PTV EWS Road Distance API** – in PTV Developer



Software & Tools

- **MapUse Geocoder** – Powerful desktop address geocoding tool
- **PTV Map&Market** – The software suite for geomarketing, sales and fieldwork planning
- **PTV xServer** – Software components for logistical and geographical applications
- **PTV Map&Guide (TLN Planner)**
- **MapInfo Pro** – GIS software products
- **RouteFinder** – User-friendly routing tool as plug-in for MapInfo Pro
- **Map Intelligence** – Extension of BI systems to include location intelligence
- **M3 WebDistance** – Cloud-based distance calculation from PTV EWS distance tables
- **Spectrum Spatial** – Manage, use and integrate complex spatial data centrally, both within and outside the company

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