

FOR IMMEDIATE RELEASE

SpatialKey On-Demand Location Intelligence Software Now Available

SpatialKey blends business intelligence and mapping, letting decision makers create and share interactive reports in minutes.

WESTFIELD, MA. — September 28, 2009— Today, the SpatialKey (<http://spatialkey.com>) business unit of Universal Mind (<http://universalmind.com>) announced the release of its location intelligence software, SpatialKey On-Demand. SpatialKey On-Demand enables decision makers to create and share map-based, interactive analyses and reports. SpatialKey is an easy-to-use, software as a service (SaaS) enterprise solution that is priced for departmental-level budgets. It can be deployed and used in minutes by end users without training or IT support. SpatialKey On-Demand has successfully concluded a beta period, and is available today. Users can sign up for a free 30-day trial at: <http://spatialkey.com/signup>.

SpatialKey On-Demand enables easy access and analysis of location-based data by removing the complexity and limitations of traditional BI and GIS systems. Decision makers can upload, sort and filter data sets with just a few mouse clicks. SpatialKey automatically recognizes geographic information and displays it accurately in map form. It also allows multiple data sets to be combined into a single map view. SpatialKey makes analyzing data by specific attributes—geographic region or time period, for example—a simple click-and-drag operation and renders new visualizations instantly.

“SpatialKey delivers the ability to create sophisticated, information-rich visualizations based on location data without any programming or waiting on a specialist,” said Tom Link, managing director of SpatialKey. “Decision makers now can interactively query and analyze their data, and easily share insights across a workgroup or an entire organization.”

SpatialKey On-Demand helps customers make decisions faster by:

- **Putting location intelligence in the hands of decision makers:** Within minutes of their initial sign-on, decision makers can upload data, interactively analyze it, and easily identify important relationships and trends.
- **Sharing interactive analysis and reports across the organization:** Collaboration with SpatialKey is more than just sharing maps or shapefiles. Data and analyses are brought together in interactive form, enabling accelerated understanding and collaborative decision-making.
- **Extending and enhancing existing systems and processes:** SpatialKey works with most any dataset. Data can be manually or automatically uploaded and quickly filtered for export and use in other systems. This accelerates and improves other business processes, increasing the value of existing IT investments, including BI and GIS.

SpatialKey is already helping decision makers across many industries and occupations, including: energy, financial services, manufacturing, telecommunications, federal, state and local government, military and intelligence groups, pharmaceutical, health and human services, universities, geo services companies, aid and relief agencies, sales and marketing groups, media organizations and more.

“Many organizations have increasingly large amounts of data that includes a geographic component,” said Fern Halper, Partner at Hurwitz & Associates. “Often times this data is not analyzed effectively in traditional BI systems. Other alternatives



include light weight options that let line-of-business managers and executives visualize this geographic information for adhoc analysis.”

SpatialKey On-Demand pricing starts at \$125.00 per month per user, with a minimum of 10 users. For organizations that require their data to be maintained behind a firewall, SpatialKey offers a server solution, SpatialKey On-Premise, that can be deployed and customized within a customer’s infrastructure.

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About Universal Mind

SpatialKey (<http://spatialkey.com>) is a product of Universal Mind, and delivers location intelligence to decision makers with no programming, no specialists and no waiting. Universal Mind’s team of software strategists, designers, and developers help clients achieve business objectives by creating custom connected software applications for the Web, desktop, kiosks, and mobile devices. Universal Mind excels at solving difficult business challenges for its customers by fusing experience-driven design, advanced technology, and industry insight. The company was founded in 2003 and is headquartered in Westfield, MA. For more information visit <http://universalmind.com>.

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