



Dear Alteryx Customer,

We are pleased to announce the release of the Q4 2017 Spatial Data (UK and ROI).

The following datasets are included in this release:

- TomTom drive time engine Q4 2017
- TomTom Alteryx Maps Q4 2017 and DigitalGlobe satellite imagery
- TomTom geocoder macro
- TomTom reverse geocoder
- TomTom UK Postcode centroid coder Q4 2017

Please contact our Customer Support ([support@alteryx.com](mailto:support@alteryx.com)) with any questions about installation, licensing, or running the software. Also visit the Alteryx Community at [www.alteryx.com](http://www.alteryx.com) to ask a question or post an idea.

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### Release Notes

End users are reminded if they have not installed the **geocoder** and **reverse geocoder macros** from the Q3 2017 release that they do so due to several key changes implemented in that release. The below changes were -

- Geocoder
  - Migration to TomTom's Online Search API and license key update therefore geocoders installed prior to the Q3 2017 release will not be active after December 31, 2017
  - The macro has been updated to meet the currently supported version of Alteryx Designer 10.5.9.15014
  - Updated Customer Support error messaging
- Reverse geocoder – last two bullets plus,
  - Adding logic to replace missing latitude and longitude values with 0 and alerting users when these missing values are converted to 0
  - Migration to TomTom's Online Search API and license key update therefore reverse geocoders installed prior to the Q3 2017 release will not be active after December 31, 2017

Refer to the **Change Log** in the Documentation folder in the install for details. This information can also be found in the Data Products Knowledge Base<sup>1</sup> on the Alteryx Community at [www.alteryx.com](http://www.alteryx.com).


### Install Datasets

The below table lists what data is included in this release and if installing the data is required or not based on if you have already installed the previous quarter. For data frequencies refer to the Variable List *Data and Geography Vintages* tab.

Spatial details	Data vintage	Install required <sup>2</sup>	Release reason	Geography coverage
Drive time engine	Q4 2017	Yes	Data update	UK/ROI

<sup>1</sup> A username and password is required to access this Knowledge Base. If you do not have access, email the [Community](#)

<sup>2</sup> Required only if you have already installed the previous quarter



Alteryx Maps and DigitalGlobe <sup>3</sup>	Q4 2017	Yes	Data update	UK/ROI
Geocoder and reverse geocoder macros <sup>4</sup>	n/a	Yes	Not required if you have installed the version from the Q3 2017 release	UK/ROI
Postcode centroid coder	Q4 2017	Yes	Data update	UK

## Overview

The Spatial Data install (UK/ROI) includes the following -

- Drive time engine
- Alteryx Maps and DigitalGlobe satellite imagery
- Geocoder and Reverse geocoder macros
- Postcode centroid coder (UK only)

### Drive time engine

Alteryx's drive time engine creates realistic drive time polygons by following the road network precisely, so that the results represent areas that may be driven to and from exclusively. Most competing tools create polygons that deviate from real road networks, arbitrarily cutting through areas that cannot be accessed, which significantly alters the underlying demographic information.

Drive times lead to better decision making compared to when radii are used, because more often than not, access to stores is greatly affected by natural and man-made barriers such as mountains, oceans, bridges and highways. The tool you use to define trade areas may alter your business intelligence significantly.


The accuracy of drive time polygons has a strong impact on strategic marketing initiatives and has been shown to increase ROI in a variety of industries by more precisely identifying the actual customer base. Commercial real estate companies use Guzzler to show area coverage by site and to gain insight into the viability of relocating stores. Our partners in the automotive industry have welcomed Alteryx's drive time engine's ability to support worldwide deployments. Telecommunications and media companies use drive time analyses to estimate demand in new markets and to optimize their current network. Companies in the retail and financial services industries use the trade areas created by drive time engines to more accurately cluster and segment their customers to determine the inventory at given locations and to conduct targeted direct marketing campaigns. Data is sourced by TomTom and updated semi-annually.

### Alteryx Maps layer and DigitalGlobe satellite imagery

Geographic analysis and presentations have one thing in common – spatial data. The most effective analyses and presentations hinge on precise, accurate geographic information. This data could include layers like local streets, city and county boundaries, water areas like rivers and lakes, parks, hospitals, or

<sup>3</sup> DigitalGlobe requires internet access

<sup>4</sup> Both macros require internet access



any other layers necessary to help make the spatial area as visually representative as possible. Accurate data helps analysts and presenters avoid the situation of making decisions or presenting information using old, inaccurate visual references.

The map tool with Alteryx enables the presentation of cartographic map information of approximately 40 layers throughout Australia. Information like interstates, state highways, local roads, parks, hospitals, lakes, rivers, city boundaries, and many other items are available for visual display in a variety of mapping formats such as .tab, .shp, .mid/.mif, or .geo. Data is sourced by TomTom and updated semi-annually.

DigitalGlobe is the world's trusted provider of high-resolution Earth imagery, data and analytics. Operating the most agile and sophisticated commercial satellite constellation in orbit, we put the world's smartest images into everyone's hands, giving them confidence to make decisions that matter.

### Geocoder and Reverse geocoder macros

Geocoder macro - Geocode addresses by querying and downloading data from TomTom's Geocoder API. The geocoder produces a record-for-record geocode result including lat/long coordinates and a spatial object. In addition, it produces a summary output that provides a count of records per match type. This tool requires internet access. For additional information refer to Alteryx Help.

Reverse Geocoder – produces a record-for-record reverse geocode result which includes formatted address fields and lat/lon coordinates. This tool requires internet access. For additional information refer to Alteryx Help.

### UK Postcode centroid coder

The geocoding tool in Alteryx enables the assignment of a latitude and longitude to a Postcode within England, Scotland, Wales and Northern Ireland.

### Samples and Documentation

Included in the install are macros and samples to enable a user to get started with using the UK and ROI Spatial Bundle. The below documents can be found in the Documentation folder located on the drive or the Alteryx Community Data Products Knowledge section at [community.alteryx.com](https://community.alteryx.com). Please note you will need to sign in with an email and password to access this area.

- Change Log
- Alteryx Drive time Methodology
- Alteryx Maps Layers description