



**If you want to publish your maps and data
easily on the web you need Opus**

Do I have a choice?

Yes!

Choice is important.

We've been listening to our customers and we are hearing common concerns about the choices they have to make about software, data and projects:

"We have no money"

"We're cutting back on licences"

"We're scrapping systems"

"We're doing this in-house to save money"

"We're outsourcing this to save money"

Budgets are being cut. Cost savings are being implemented. The future is unpredictable. Hard decisions are being made when it comes to procurement.

In this problematic climate it is a challenge for both customer and supplier to negotiate a way through to find the right answer for you that meets your requirements and your circumstances. There are potential risks long-term with the choices and decisions that are made today, risks we understand.

When it comes to choice it's often hard to see clearly what all the options are available to you. Will a choice or decision you make today be the right one for tomorrow?

Sometimes to make the right choice about software it requires a different way of thinking, a different way of working, a different way of looking at the options available to you.

This is where Opus comes in.

Opus is web publishing software that is based on a different way of thinking and a different way of working. With Opus there are options available to you in how you choose to buy the software as well as how you choose to use it. What's more many options stay open to you AFTER you've made your first choice in how you buy and use Opus. That's because we want

Opus to work for you in the long-term, not just now or in 3 months but in 18 months and in 5 years and even beyond.

This is made possible because Opus is designed to be as open and as accessible as possible to as wide a user base and audience as possible. What makes it *your* Opus software is *your* maps, *your* data, *your* requirements, *your* budget, *your* projects, *your* resources, *your* options, *your* choices.

So, what does Opus do?

Opus is software for publishing maps, data and documents online. Both the Opus software and the websites it published are accessed through a standard web browser. That in itself saves time and money.

Opus can save time and money? How?

- ◆ Opus is easy to administer: it is hosted by us, not installed by you so it doesn't require you to make any changes to your existing network
- ◆ Opus is easy to maintain: it requires no update or maintenance protocols to be implemented by you. We take care of all that.
- ◆ Opus is flexible in how you use it: it is easy to scale Opus up or down in terms of the number of users and in terms of the number of websites, web applications, features and functions it provides.
- ◆ Opus can multi-task: it can be used:
 - to build a website;
 - as a web GIS;
 - to publish interactive maps and data on existing web pages;
 - to integrate with other software and databases;
 - as a Map and Data Viewer for an Intranet;
 - to publish LDF maps and documents;
 - to publish interactive tourism websites;
 - to publish Points of Interest and Where's My Nearest? websites;
 - to engage with the public online;
 - to deliver services online;
 - to make your maps and data more widely available internally and externally;
 - to help you make the right choice as and when it needs to be made in relation to your maps and data

Opus can be used by "anyone"? How?

- ◆ Opus is accessed through a standard web browser and so the interface is familiar to everyone
- ◆ Opus is designed to be used by both technical and non-technical personnel. One day of training and you're away.
- ◆ Opus can be used internally and externally, both for the Internet and as an Intranet

- ◆ Opus can be used to support a project, to support a department or to support an entire organisation

We don't claim that Opus is all things to all users. That's not how we see choice. With Opus you can choose *how* you want to use it and *when* you want to use it.

You can licence Opus on an annual basis or on a 'per use' basis. Effectively this means that Opus is used by you as 'in-house' software in support of your mapping and data projects. The difference is that you don't have the overhead of installing, configuring and maintaining the software. We do all that. You just look after your maps and data in Opus and we provide the rest under a fixed-price hosting and maintenance agreement.

As a licensee you can help us to develop Opus to meet your ongoing needs. Once you become a licensee you can take full advantage of the ongoing programme of updates, new and improved features and functions and new modules. We actively encourage you to tell us what you want from Opus. If we think they're good ideas – and usually they are - we'll implement them. We have a multi-skilled development team who support our customers' requests.

If you don't want a licence of any kind you can choose to use Opus on a contracted basis. This means you outsource your project, or a part of your project, to us and we provide a fulfilment service in which we use Opus to meet ALL your project's requirements and deliverables. BUT, after the project has finished you STILL have the option to use Opus under licence to maintain the data used in your project yourself. It's your choice.

Whatever way you want to use Opus – under an annual licence, a 'per use' licence, as part of a contract of work - we'll quote you a fixed price and no more.

Opus is currently used by over 20 Local Authorities in England and Wales. If you're interested in working with us and with Opus then please take time to read the materials we have sent. Two of our existing customers – Northamptonshire County and Slough Borough Councils – have chosen to upgrade to Opus3. The former has signed on for a 5 year licence option while the latter has taken a 1 year + extension option.

It's your choice.

Global Mapping, Glebe Farm, Turweston, Brackley NN13 5JE Tel: 01280 840770
Email: nick.watson@globalmapping.uk.com www.globalmapping.uk.com