ImageTrend’s **Mapping and Reporting System (MARS)** is an advanced visual analysis and reporting system that facilitates the exploration and understanding of databases, transforming data to provide visual based information.

**MARS** expands on Report Writer and Analytical Reporting capabilities through advanced visual data display. Through the use of intensity shading, cluster mapping or individual pin displays, users can expand data reporting and understanding to include mapping techniques. A more in-depth and easily understood visual report is generated, constructing a dimension of reporting not possible with conventional report methods. With the use of data tools, such as zoom features and display options, specific data and the relationships among data can be analyzed in several different respects.

**Visual Enhancements**

Through an integration with Bing Maps, MARS displays data as a visual aspect outside of static or cubed data. Users can view the maps through an Aerial, Satellite or Road view, allowing flexibility in both display and output of data. This data can then be used to determine care levels, care proximity, and the types of care being provided in the selected area, allowing analysis to go one step further.

**Data Analysis**

Creating dynamic maps is simplified by utilizing data drill-down, allowing the user to search using a variety of criteria. This gives the user flexibility in which data they want displayed. The analysis of the data in these maps can be used for key performance indicators, pandemic surveillance and population assessments.

**Geo Representations**

Geographical locations of data can be pinpointed with the use of cluster mapping or intensity shading. Through viewing the volume of incidents in specific areas, conclusions of paramedic workload, performance and patient needs can be made, allowing for efficient resource allocation.
About ImageTrend, Inc.

ImageTrend, Inc. is dedicated to enterprise-level data management using technology. Based in Lakeville, Minn., ImageTrend’s Web-based applications serve a variety of industries. The company’s primary product lines consist of the Emergency Data Systems Division, which services the emergency community including EMS, fire, hospital, critical care and HIE; and the HireTouch division which services human resources professionals in higher education. ImageTrend also combines business analysis, creative design and database-driven architecture to offer the best purpose-built web applications and strategies.