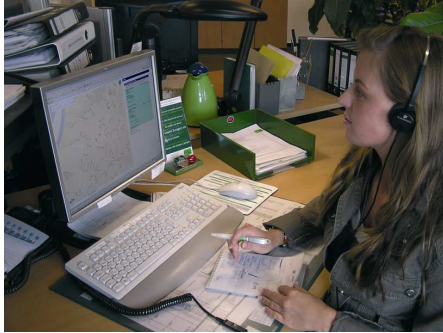


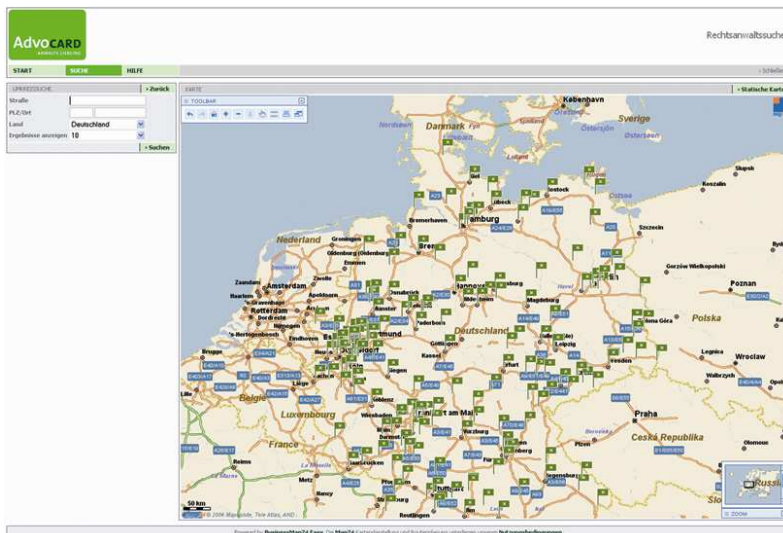
MapTP Case Studies: Hotline for Tailor Made Legal Assistance Information



The Advocard customer hotline provides instant access to legal assistance within the caller's vicinity. MapTP technology is central to giving the customer service provider the ability to access this local information quickly.

Advocard call center staff are able to find the right lawyer for the caller. Because the Advocard Intranet utilizes MapTP, call center staff have instant access to approved law offices within easy reach of the caller. By incorporating a detailed database, proximity searches can be enhanced to drill down to find specialized legal help. The caller can be connected directly to the chosen law office via telephone there and then. Advocard's Internet based consultation also relies on MapTP. By incorporating BusinessMap24Easy, MapTP's totally integrated solution for displaying locations, users are able to search for law offices and insurance brokers in their area.

MapTP gives the Advocard customer call center decisive advantages for improved customer care. High speed and the precision of the MapTP Geocoding Services together with the MapTP Proximity Services make it possible to give tailor made information to the caller. The visual display of locations allows staff to have the customer's address and the available law offices in a permanent overview. This gives staff the ability to answer queries promptly and to give their customers correct advice.



CASE STUDY:
Advocard
Customer
Hotline

In their own words:

"The initial demo solution Mapsolute provided convinced us that the implementation of MapTP will significantly improve our effectiveness. The integration of MapTP technology into our service center was the next step. It tremendously improved the quality of the advice we can give. We can successfully help more customers in a shorter time, because of the visualization of all Advocard approved law offices."

Mathias Böhme
Section Leader Customer
Service Center

Facts & Figures:

About Advocard

■ With over 1.4 million customers and a market share of over 5% Advocard is one of the largest legal expense insurers in Germany. The company was established in 1968 and has its headquarters in Hamburg. It employs around 170 staff. Advocard AG is part of AMB Generali Holding AG, one of Germany's biggest and most successful primary insurance groups.

URL: <http://bme.map24.com/ADVOCARD>

Integrated MapTP Services

- MapTP Geocoding Service
- MapTP Proximity Service
- BusinessMap24Easy

Hosting: Mapsolute ASP hosts the services on Linux servers.