



PSMA

DISTRIBUTION

PSMA DISTRIBUTION IS YOUR ACCESS POINT TO PSMA DATA — AUSTRALIA'S AUTHORITATIVE NATIONAL SPATIAL DATA.

PSMA Distribution facilitates access to Australia's authoritative spatial data – PSMA Data. As a wholly owned subsidiary of PSMA Australia Limited, PSMA Distribution is the sales and distribution vehicle for PSMA Data, sourced from the State, Territory and Commonwealth Governments.

PSMA Distribution works closely with a network of value-added resellers (VARs), who incorporate PSMA Data into an ever increasing range of products and services, to ensure that both the public and private sectors obtain the maximum benefit from the use of PSMA Data.

PSMA Data is the underlying data incorporated in a broad range of fundamental spatial datasets utilised by government, private sector and individuals.

PSMA Distributions' VARs create many powerful and varied applications that utilise PSMA Data. These applications provide such functionality and services as:

- Enhancing core business outcomes
- Geocoding of customer databases
- Assistance in crime prevention and analysis
- Improvement of emergency response
- Increasing efficiencies in transport and logistics
- Providing navigational assistance
- Improving the data quality of corporate databases
- Providing web mapping applications such as online maps
- Assisting governments to develop and evaluate policies
- Advertising and market research.

Our highly experienced staff help VARs with lead generation, sales support, market intelligence and opportunity analysis. We work closely with our VARs and assist in such areas as:

- Identification of new markets
- Identification of new VAR product opportunities
- Marketing assistance
- Training of sales staff
- Assistance with licencing and pricing policies
- Identifying and assisting with sales opportunities.



FOR FURTHER INFORMATION

For more information on accessing PSMA Data, or becoming a VAR or PSMA Distribution, contact:

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