



# The Office Park Directory

*Consolidated business targeting*

## Overview

The newly created **Office Park Directory** aims to provide one of the most comprehensive, spatially enabled office park and business-based directories available in South Africa. ST Group has enhanced data from MapIT (Braby's business data and TomTom point data) to create a verified business atlas with formal office park boundaries. This immediately speeds up and validates the entire process of new business identification. Pinpoint identified office parks according to their location or name and view the subsequent business points that are accurately located within each park. The regularly verified business points are released annually so that users can act with confidence in their ability to identify and work with up-to-date information.



## Benefits of the Office Park Directory:

- Easy Identification of New Businesses by Office Park name or location
- Clear contact channels to reach out to identified business points
- Immediate ability to gauge the potential profitability of an area
- Mine through available business points according to relevant industry classifications
- Scale and prioritise your approach according to number of employee's (where counted)
- Brand and company association included for POI collection of points
- Gain immediate access to business websites in order to gain a better understanding of which services to offer them
- Annual updates of the business points and office park boundaries ensures that users are working with the most recent and complete business directory available for South Africa

## Office Park Directory

- SA office park boundaries
- TomTom Points of Interest
- Braby's BizIndicator points
- Annual releases
- Nationwide coverage
- Data Formats of your choice

## For example, points can contain:

- Contact details
- Email address
- Website details
- Number of employees
- Working hours
- Industry classification
- Accurate X and Y coordinates
- Brand association

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