

Frequently Asked Questions

Q: *Can I buy access to the individual APIs separately?*

A: Not currently. We are considering this for a future release.

Q: *Do I have to use the mapping & geocoding services provided in the USA Business Analyst Bundle in my application?*

A: No. The user can easily mashup the trade area creation & reporting services provided by the BAO APIs with other third party mapping services or geocoding services (e.g. Google Maps or "Bing" Maps from Microsoft). However, if they do this they will need to secure the rights to use these third party services in their application.

Q: *Am I charged for the services on a per transaction basis?*

A: No. The service is charged for based on the number of known users or the number of user equivalents. A user equivalent is defined to be a user who runs 300 reports per year.

Q: *Can I use the BAO APIs to access Geocoding, Mapping &/or Trade Area Creation Tools, without using the Reporting functions?*

A: No. That is not the intended use of the bundle. Because the price of the bundle is based on the number of reports run, that would give unlimited access to the other features for a fixed price.

Q: *What happens if a user exceeds the 300 Reports User Equivalence limit? Are they shut off?*

A: There is no technical limitation. However, at the renewal of their contract the recommended process for account managers would be to review the overall number of reports per user to reassess the license fees for future years.

Q: *Can I get access to the other reports in the BAO Application that are not available in the BAO APIs?*

A: Not currently. We are considering this for a future release.

Q: *Do the BAO APIs provide access to the Thematic (Color-Coded) maps in the BAO Application?*

A: Not currently. We are considering this for a future release.

Q: *Is there a technical limitation to the drive time areas?*

A: No, however, we do not recommend running drive times for areas greater than 300 minutes.

Q: *How can I get started with the BAO API? Is there any sample code or are there any templates?*

A: Sample code and templates for the BAO API will be published in the Resource Center for the API.