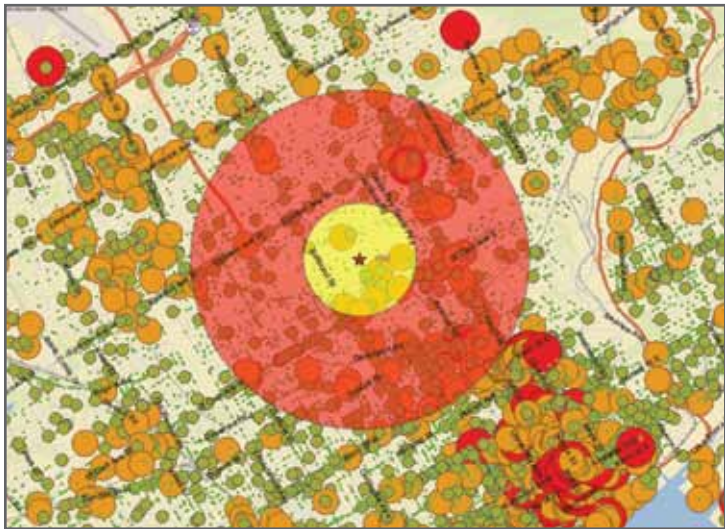


Map Your Way to Better Decisions with Esri Business Analyst (Canadian Edition)

Customer demographics, consumer income and spending, and competitor locations are some of the information critical to a business looking for the best site for its new location. Planners usually spend days, or even weeks, to collect, intersect and analyze this information using spreadsheets.

The all-new Esri Business Analyst (Canadian Edition) allows you to quickly and easily determine who your best customers are and apply geographic analysis techniques to discover where to find more prospects like them. This must-have solution is also used to make successful site selection decisions, rebalance geographic territories to improve sales and analyze market areas to identify penetration rates.



Create trade areas and view business listings.

The solution leverages Esri's robust GIS functionality for integrating a variety of critical data into a single dashboard and creating visually intuitive maps that can be used to analyze site locations, customers, markets and competitors. Combining these powerful analysis and visualization capabilities with expanded data on the Canadian market, Esri Business Analyst is an indispensable solution for gaining timely information and a better understanding of your target segments, customers and competition.

The solution is well-suited for organizations that have national or regional operations in Canada, including those in retail, insurance, financial services, real estate, utilities, telecommunications, public safety and health care. It is also suitable for governments trying to attract investment to their territories, as well as school boards and universities planning for growth.

GIS + Reliable Data = Faster, Cost-Effective and Improved Analysis

This new version is developed around a core theme of performance, smart guidance (making what's important immediately obvious) and on-line access to reports, data and the user community. Demographic calculations and reports are now up to 60 times faster than in the previous release. The system delivers enhanced functionality, a customizable, friendlier user interface, and more online resources that enable users to more efficiently research their markets, analyze customers and evaluate sites.

Users can perform faster and more cost-effective analyses because data does not need to be purchased separately. Market research, analysis and reports that used to take hours can now be done in minutes. Esri Business Analyst provides access to the most comprehensive and reliable data possible. It includes databases compiled and updated annually by Environics Analytics, such as Demographic Estimates and Projections, Household Spend, Adjusted Census, Directory of Shopping Centres and PRIZMC2 – which

classifies Canadian neighbourhoods into 66 segments based on demographics, lifestyles and values. It provides valuable insights on what consumers are buying, doing and thinking, which helps analysts identify their most profitable customer segments and markets.

The solution includes nationwide business listings from Infogroup and comprehensive base-maps from Tele Atlas. Users also have the option to incorporate maps available through ArcGIS Online.

Esri Business Analyst contains all the tools and data necessary to help you perform various types of geographic business analyses, allowing you to identify and act on opportunities to optimize your business results.

Customer Market Analysis – Define Trade Areas

The wizards in Esri Business Analyst enable you to combine demographic, business and competitive information with your customer data to evaluate existing and new store locations, as well as store performance in relationship to your competitors' locations. The solution allows you to draw simple or complex market area boundaries based on customer counts or sales, and calculate market penetration compared to the total population.

Understanding trade areas of sites that are close to each other is often difficult using typical ring analyses that do not consider overlapping trade areas. This results in erroneous double counting of demographic data. With Esri Business Analyst, you can create non-overlapping rings and remove trade area overlap. This helps you to accurately evaluate potential in your trade area, analyze your market's characteristics and determine the success or failure of a site.

Organizations with numerous branches, such as retailers and banks, can use this functionality to manage trade areas in multiple locations. This allows them to make the necessary adjustments so that there is no overlap or cannibalization across their trade areas.

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Customer Profiling & Prospecting – Identify Your Best Customers and Find More Like Them

The solution helps you create profiles of your most profitable customers and analyze demographics in a geographic context to locate the ideal areas for finding new customers that match your criteria. Use these profiles to obtain a better understanding of who your customers are and how your best customers differ – in their income, demographics, spending habits, interests and likelihood to purchase certain goods or services. Esri Business Analyst also allows you to create segmentation maps, charts, reports and segmentation studies in just a few clicks.

With a more accurate picture of your customer, you can conduct targeted marketing campaigns that save time and money. This functionality can be particularly useful to media organizations, advertising agencies and consulting firms that provide customer or market analytic services.

Governments and economic development organizations can use this functionality of Esri Business Analyst to analyze a city's demographic data right down to the sub-neighbourhood level and forecast how this data may change over the next five years. This information can be used to determine supply and demand for goods and services within specific areas, and

tailor them to best meet the needs of citizens. Segmentation data also allows organizations to estimate market potential and identify ideal locations for new businesses.

Market Analysis – Identify Profitable Markets

Esri Business Analyst helps you understand how market changes affect your existing and proposed store locations. Using a simple ring analysis or data-driven ring analysis, you can create a radius proportionate to a store characteristic, such as total sales, square footage or gross leasable area.



Determine the maximum time or distance your customer might be willing to drive to your site.

The solution allows you to conduct drive-time analysis to determine the maximum travel time or distance your customer might drive. Commercial property developers, hospitals and other service providers can use this functionality to select sites that are within their target customers' driving distance.

Threshold rings, equal competition analysis and gravity modelling are additional analyses you can conduct to better understand your customer

locations and their spending habits relative to your store locations.

Territory Design – Define and Balance Territories

Efficient sales organizations are based on well-defined, balanced sales territories. Esri Business Analyst enables you to design, analyze and manage geographic territories to improve sales, franchise or service areas.

Visualize your current territory distribution to analyze sales or market saturation and identify gaps. Then, balance territories using customer and existing territory data combined with demographic and spending data. The solution improves your agility to respond to market changes, allowing you to increase or reduce the number of territories in your network when the need for change arises. Because the solution identifies a territory's sales potential, it also allows you to set achievable sales goals.

Telecommunications providers can combine network and business information to identify ideal expansion sites. They can use the territory design functionality to precisely define service areas and effectively roll out services. By merging wireless coverage and consumer-spending data, they can introduce wireless services only in those areas that have maximum revenue potential.

Licensing and Availability

Esri Business Analyst (Canadian Edition) is currently available with a choice of three expanded, prepackaged regional or Canada-wide datasets – Light, Standard and Enhanced. A premium edition of the solution will soon be released and will contain all functionality in the standard edition, plus additional tools for customer profiling and a premium data bundle with PRIZMC2 segmentation data aggregated to Canadian postal codes. ■

For more information, visit esricanada.com/products/businessanalyst