

Business Analyst OnlineSM

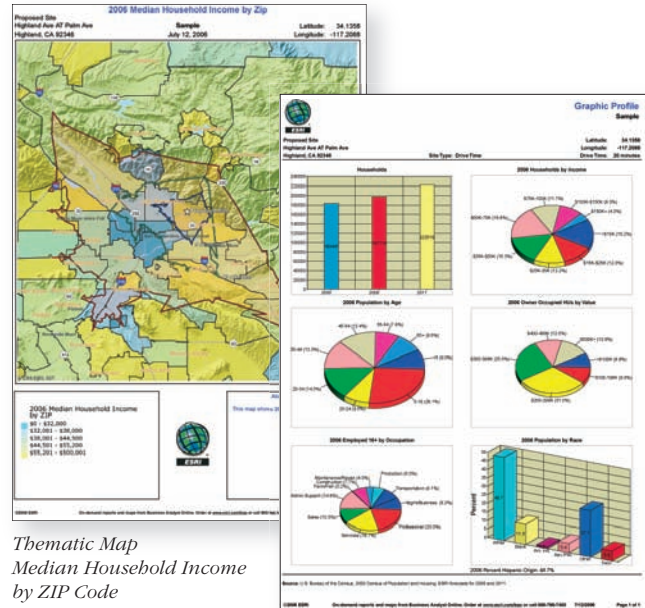
On-Demand Reports and Maps

Presentation-Quality Reports and Maps Over the Web

Business Analyst OnlineSM combines geographic information system (GIS) technology with extensive demographic, consumer, and business data to deliver more than 50 reports and maps over the Web. Business Analyst Online is used by retailers, restaurant owners, real estate developers, brokers, business consultants, urban planners, and economic development staff to

- Identify new store locations.
- Analyze trade areas.
- Find new customers.
- Evaluate competitors.
- Reveal untapped markets.

Retail Goods and Services Expenditures			
Sample			
Proposed Site Highland Ave AT Palm Ave Highland, CA 92346		Latitude: 34.1358 Longitude: -117.2088 Drive Time: 20 minutes	
Site Type: Drive Time		2006	
Top Tapestry Segments:		Demographic Summary	
Industrious Urban Fringe	20.2%	Population	656,034 746,632
Urban Villages	7.6%	Households	197,718 222,519
Main Street, USA	6.7%	Families	144,947 162,529
Not-Yet Rooted	5.9%	Median Age	29.2 29.8
Inner City Tenants	5.8%	Median Household Income	\$43,666 \$50,280
	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	62	\$1,690.18	\$332,201,610
Men's	65	\$333.54	\$95,946,493
Women's	55	\$510.38	\$100,911,531
Children's	74	\$327.97	\$64,645,700
Footwear	34	\$170.14	\$33,639,844
Watches & Jewelry	84	\$157.40	\$31,120,759
Apparel Products and Services ¹	123	\$180.75	\$36,737,263
Computer			
Computers and Hardware for Home Use	85	\$190.87	\$37,730,243
Software and Accessories for Home Use	86	\$27.13	\$5,363,884
Entertainment & Recreation	80	\$2,635.12	\$521,010,546
Fees and Admissions	82	\$499.44	\$98,746,016
Membership Fees for Clubs ²	78	\$127.81	\$25,230,224
Fees for Participant Sports, excl. Trips	82	\$53.14	\$18,415,001
Admission to Movie/Theatre/Opera/Ballet	88	\$129.42	\$25,586,926
Admission to Sporting Events, excl. Trips	81	\$46.34	\$9,163,196
Fees for Recreational Lessons	81	\$102.93	\$20,350,669
TV/Video/Sound Equipment	82	\$939.60	\$176,679,326
Community Antenna or Cable Television	79	\$472.56	\$93,439,217
Color Televisions	85		
VCRs, Video Cameras, and DVD Players			



Thematic Map
Median Household Income
by ZIP Code

Demographic and Income Profile

Data and Technology for Mission-Critical Decision Making

Business Analyst Online is a Web-based solution, hosted by ESRI, so you don't have to worry about managing data or technology updates. Business Analyst Online is easy to use, requires minimal training, and is always accessible. Additional features include

- Detailed current-year demographic data with five-year projections
- Complete market segmentation data from ESRI[®] Community[™] Tapestry[™] segmentation system describing consumer lifestyles
- Extensive consumer expenditure and business data
- National aerial photo and satellite imagery
- Thematic mapping to illustrate potential site locations and drive times

Through Business Analyst Online, you can order individual reports and maps via credit card or choose a subscription plan to fit your needs. Reports and maps are delivered directly to your e-mail as a PDF or an Excel[®] file.

For more information about how reports and maps from Business Analyst Online can help you, visit www.esri.com/bao or call **800-447-9778**.



"The biggest advantage of using ESRI's Business Analyst Online data and reporting capabilities has been the variety of demographic information and services provided. We are very excited to use a service that can encompass all of our clients' business needs."

Jan Fye
Regional Director
South Bend Small Business Development Center
South Bend, Indiana

My Business Analyst Online

Customized for Your Organization

Reports and Maps With Your Own Brand and Logo

My Business Analyst Online is a customized version of Business Analyst Online. You get all the functionality, data, and maps provided in Business Analyst Online branded with your organization's Web site look and feel.

Through its ArcWebSM Services environment, ESRI can host your version of Business Analyst Online and combine your organization's geographic data, such as store and customer locations or territory definitions, with ESRI's demographic, consumer expenditure, and business data. This allows you and your employees to instantly produce presentation-quality reports and maps that include your data with your organization's logo and colors for use in corporate reports and sales materials.

My Business Analyst Online is a simple, reliable, and affordable solution that provides

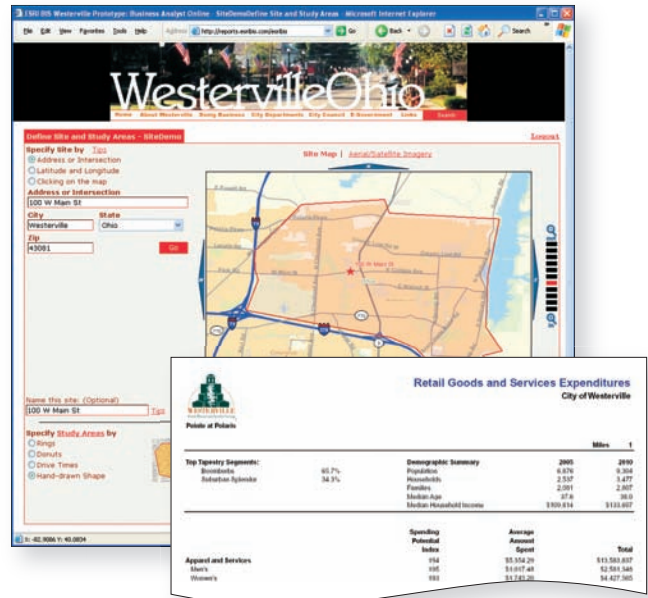
- Your brand and logo on every report and map
- Custom reports and maps based on ESRI's data, your data, or a combination of both
- Custom subscription plans to link your users with specific data and functionality
- Secure logins for authorized users
- Data and application updates managed by ESRI

With My Business Analyst Online, you can manage your own geographic data in ESRI's hosted environment and control the data content you want your users to see.

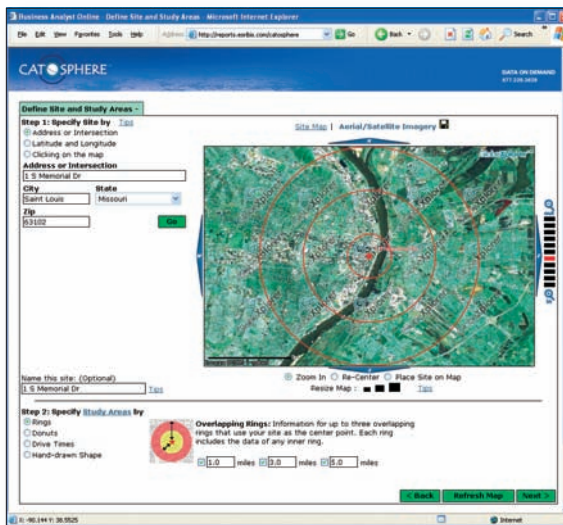


CIVIC Technologies, Inc.'s My Business Analyst Online Web Site

City of Westerville, Ohio's My Business Analyst Online Web Site



Example Report



Catenate's My Business Analyst Online Web Site

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