

**ArcView® Business Analyst**

*Tools and Data for Better Business Decisions*

# ArcView® Business Analyst

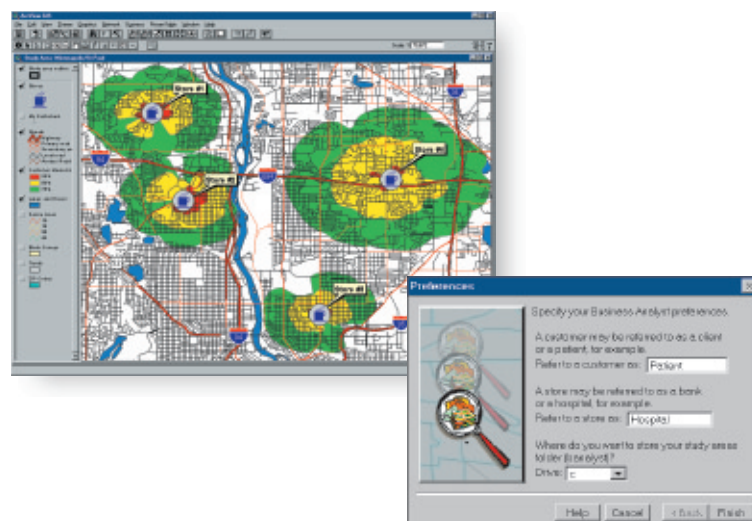
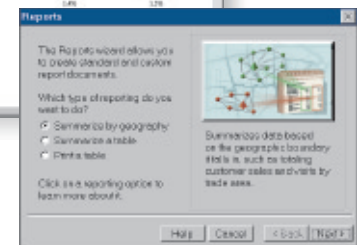
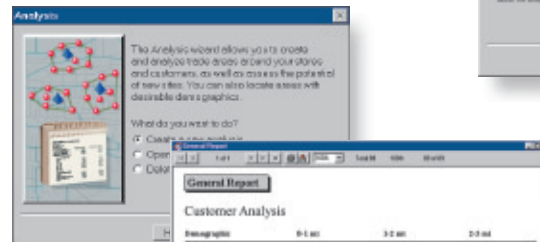
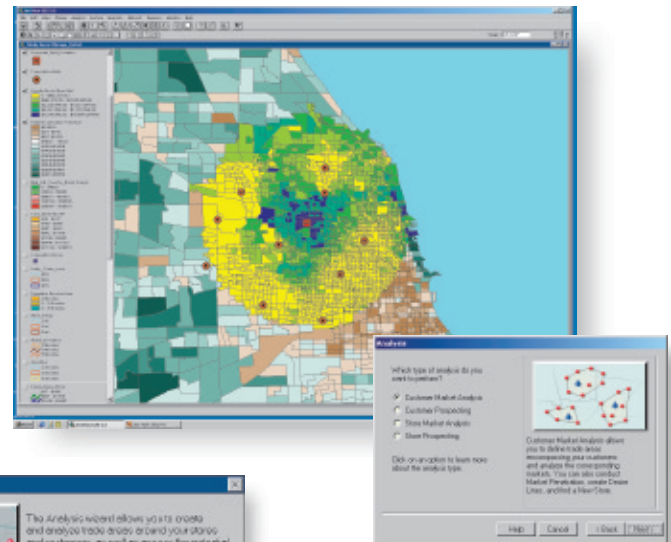
## Integrated Business Geographics Solutions

No matter what business you are in, business success means making decisions faster and better than your competition. Being able to understand your market and obtain information about it quickly is the key to success. ArcView® Business Analyst from ESRI® offers the tools, applications, and data to assist you with mission-critical decisions such as analyzing your market and competition, finding the ideal site for a new business location, and targeting your direct mail.

Identifying ideal customers and finding more of them; selecting the right site for a new store or, when faced with consolidating locations, determining which would have the least impact on customer service if closed; increasing revenue; reducing costs; and uplifting sales are all goals for obtaining success in any business.

Out of the box, ArcView Business Analyst contains more data and tools to help you more effectively reach your goals than any other software package. ArcView Business Analyst lets you leverage information in a new way by integrating data, applying sophisticated spatial analysis, and viewing your results on a map.

The intuitive power of maps often reveals trends, patterns, and opportunities that may not be detected in tabular data alone. By combining information, such as sales data, demographics, and competitor locations, with geographic data, such as ZIP Code boundaries, territories, or store locations, ArcView Business Analyst will help you better understand your market, your customers, and even your competition.



## Features

### Customer Market Analysis

- Market Area Boundaries
- Desire Lines
- Market Penetration
- Site a New Store Based on a Group of Customers

### Customer Profiling

- Target Marketing
- Customer Profiling
- Queries Based on Demographic and Household Data

### Store Market Analysis

- Create and Define Trade Areas
- Equal Competition Analysis
- Drive-Time Analysis
- Gravity Model
- Find Similar

### Store Prospecting

- Locate a Potential Store Site
- Analyze Surrounding Competition
- Analyze the Demographics of the Area
- Assess the Market Potential Around the New Site
- Perform Drive-Time Analysis Around the Site

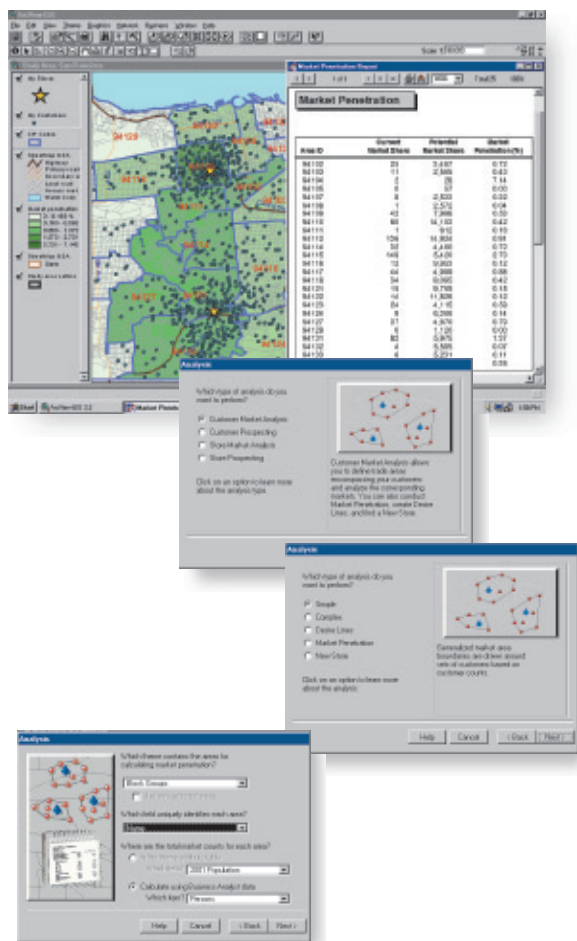


# Tools and Data for Better Business Decision Making

*Everything You Need, All in One Place*

ArcView Business Analyst is wizard-driven and integrates the tools and the data to help you perform better analysis. Better analysis means better, more informed decisions.

ArcView Business Analyst includes an extensive suite of the highest quality data from industry-leading data companies integrated with the best-selling GIS tools on the market. Whether your business addresses local, regional, or national situations, ArcView Business Analyst empowers you to approach almost any business geographics problem.



## Tools and Data All in One Place

**Business Data**—A national database of more than 11 million U.S. businesses from infoUSA, Inc., from which you can choose by industry, sales volume, geography, and more.

**Shopping Center Data**—The National Research Bureau tracks the following information on nearly 39,000 shopping centers across the United States: alphabetical listing, center name, metropolitan statistical area (MSA), city, county, gross leasable area (GLA), market positioning strategy, space availability, planned/proposed/new centers, expanding/renovating centers, major owner, leasing agent, and management.

**Experian Household Consumer File**—Current-year national consumer database of more than 105 million households with more than 28 household attributes including age, gender, income, and more. For your business analysis and prospect marketing, Hyphos360, Inc., provides you with market segmentation counts and mailing lists based on the criteria defined in ArcView Business Analyst. The segmentation counts and mailing lists can be ordered online at [www.hyphos360.com](http://www.hyphos360.com).

**Street Information**—Nationwide street database in ArcView StreetMap™ from Wessex, a division of Geographic Data Technology, Inc. (GDT). This street database enhances TIGER® 1997 source data.

**Demographic Information**—Users can choose one of two data providers for nationwide demographic information.

ESRI Business Information Solutions (formerly CACI Marketing Systems) offers 200 variables for current-year and five-year projections along with current-year estimates for daytime population; net worth; disposable income; consumer expenditures; and, at the census tract level, ACORN™ market segmentation data.

Applied Geographic Solutions Inc. offers 247 variables for current-year and five- and 10-year projections along with current-year estimates for daytime population by occupation, disposable income, climate data, crime indexes, and consumer expenditures by state, county, ZIP Code, tract, and block group level.

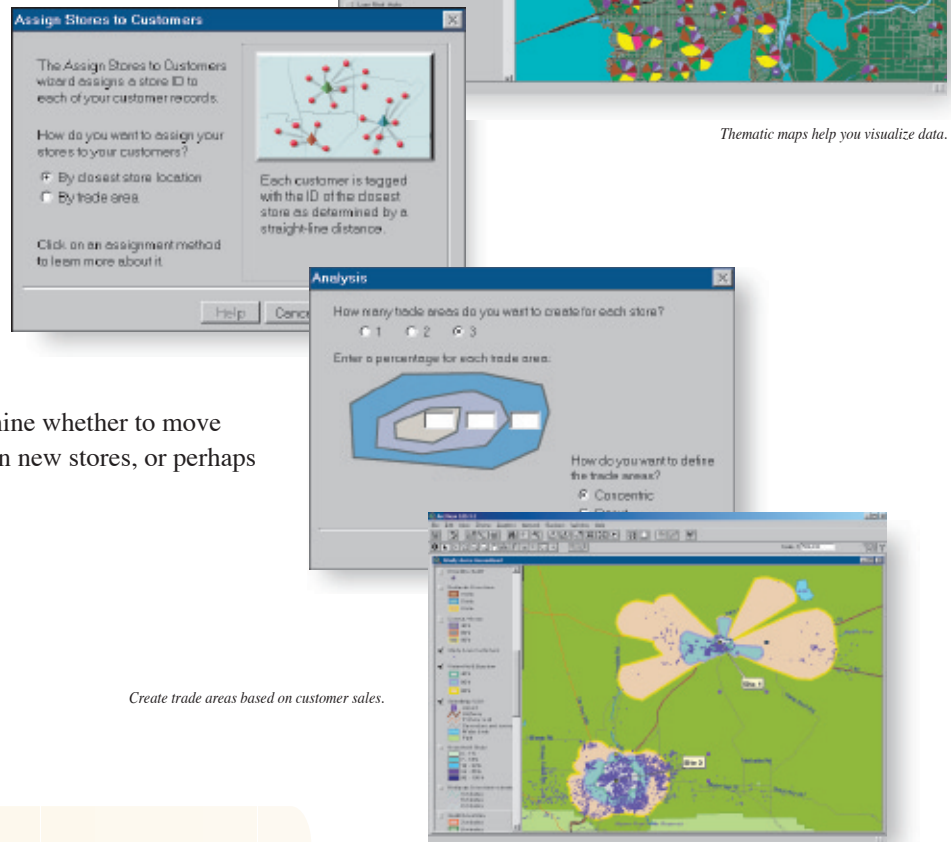
## Software

- **ArcView** is the world's leading desktop GIS with many great enhancements.
- **ArcView Network Analyst** allows for routing and drive-time analysis.
- An updated **ArcView StreetMap** for street mapping and address matching for the entire United States.
- An updated and enhanced geocoder from **Sagent Technology, Inc.**, for accurate address standardization and batch geocoding.
- **Crystal Decisions' Crystal Reports® 8.5** includes Web reports and integration with Microsoft® Office.

# Customer Market Analysis

Customer Market Analysis lets you define your stores' trade areas and analyze the corresponding markets. The results of the analysis can provide a foundation for implementing your marketing programs, siting a new facility, conducting performance evaluation of the location, identifying where the competition is in comparison to your customers, and much more.

Market areas can be defined by the distance customers travel to stores or by some other customer characteristic—such as the number of visits per month or total purchases per quarter. You can calculate market penetration, locate untapped market areas, and discover store cannibalization problems within your trade areas. You can also determine whether to move existing stores to a new location, open new stores, or perhaps close stores.



Thematic maps help you visualize data.

Create trade areas based on customer sales.

## Case Study—Health

Jewish Hospital HealthCare Services (JHHS) is a regional health care network providing service at 35 locations throughout southern Indiana and Kentucky. The Corporate Planning Department at JHHS has the responsibility for providing all planning and strategy development for their entire network. The Planning Department uses ArcView Business Analyst for a number of their day-to-day tasks. They use it for ambulatory care development including site selection and health demand by service. They also evaluate community needs assessments to see if JHHS is meeting the needs of the community. They perform physician need studies to check that JHHS physicians are geographically placed to optimize access and service, as well as perform demographic studies to determine where the largest population and business growth is occurring and what areas present opportunities to expand the JHHS network. Using the business data that comes with ArcView Business Analyst, the Planning Department can also analyze the competition,

identifying where competitor facilities and physicians are located in conjunction with JHHS facilities and their patients as well as checking that these patients are in a defined market area within a 15-minute drive time.

*“To be successful you need to have the right tools to allow your employees to get the best possible results. If we had to do the analysis we currently do without having ArcView Business Analyst, it would probably take two to four other applications and the people running them. I believe the return on investment is outstanding for ArcView Business Analyst.”*

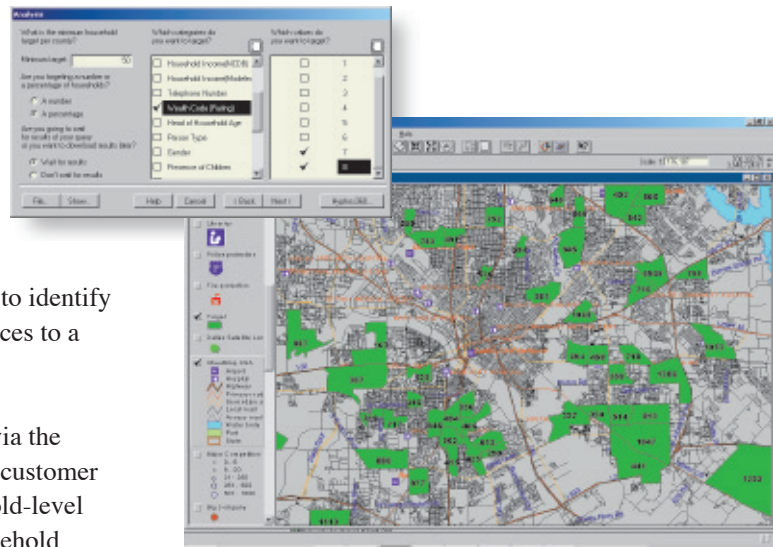
**Gary Pugh**  
Planning Department Manager  
Jewish Hospital HealthCare Services

# Customer Prospecting

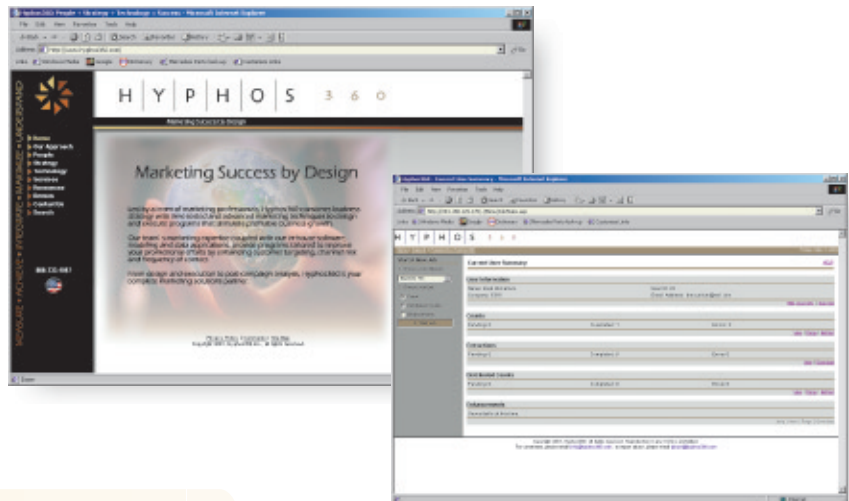
Customer Prospecting enables you to locate areas with ideal demographic characteristics for targeting new customers. You can create profiles of your existing customers and identify regions having prospects with similar demographic characteristics. You can also formulate new profiles to identify prospects for test marketing your products and services to a new demographic group.

ArcView Business Analyst gives you direct access via the Internet to Hyphos360, Inc. where you can perform customer profiling and prospecting against a national household-level database. Using demographic, geographic, and household criteria, you can generate unlimited counts from the Experian database of more than 105 million nationwide consumer household records.

In addition, based on the customer prospecting results, you can order household data for mail campaigns directly from Hyphos360, Inc. Because the mailing list that you purchase will include only those names that meet your customer prospecting criteria, you will reduce postage and printing costs and increase response rates.



Customer prospecting analysis—block group containing customers matching criteria



## Case Study—Banking Cross Selling Success with GIS

PNC Bank, with more than 700 branches in six states, ranks in the top 15 bank holding companies in the nation. Though ArcView Business Analyst software was initially purchased to map customers and branches in the 69 counties where the bank has customers, PNC soon found another profitable way to use GIS.

PNC uses GIS to capitalize on two truths of banking life. First, cross selling is important in almost every type of business—especially banking. It's a lot easier to sell a new product to an existing customer. Second, proximity to a branch is very important to bank customers.

The bank identified single-service customers—customers who had a loan or checking account but no other PNC products. PNC used ArcView Business Analyst to map single-service customers and branch locations from the bank's database. Then the location

of the closest branch and the distance to that branch for each customer were generated by ArcView Business Analyst.

This information was used in a successful campaign promoting additional PNC products to single-service customers. The success in identifying and cross selling single-service customers has led PNC to consider other ways to use GIS to tap into marketing opportunities. Future plans include analyzing all customers using location, SIC code, and census information to spot additional cross selling opportunities.

*"The ArcView Business Analyst software is excellent, very fast, and the accuracy is incredible. We're able to turn out results with amazing speed."*

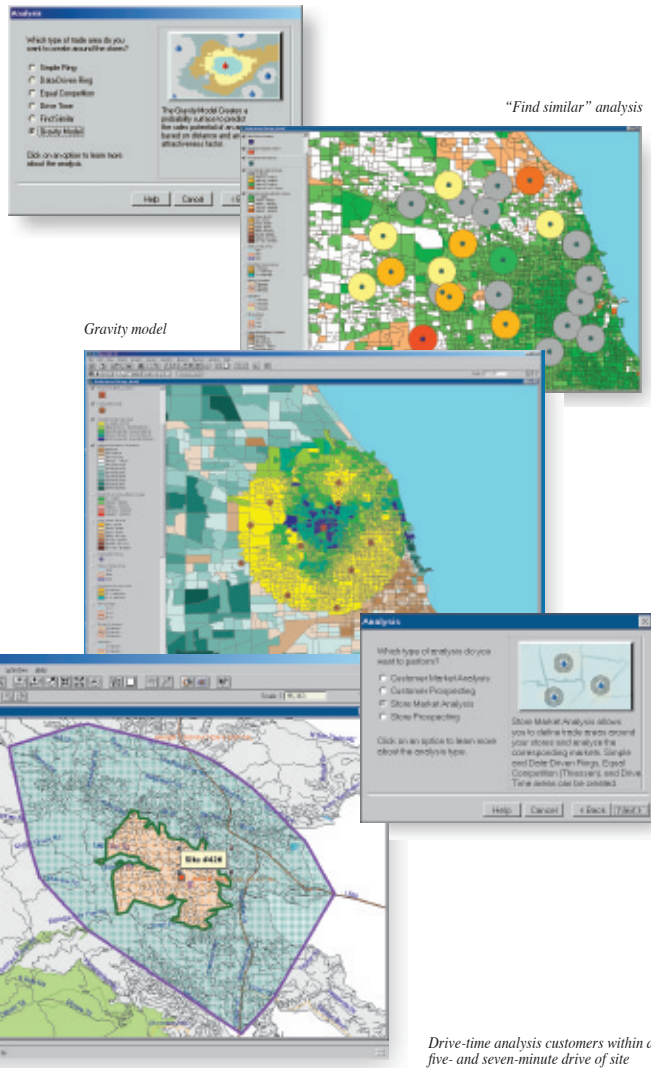
**Walter White**  
Senior Marketing Research Analyst  
PNC Bank



# Store Market Analysis

With Store Market Analysis you can create and analyze trade areas around your stores and evaluate market areas for potential new store locations. The analysis can help predict the success of a store at any location based on the trade area's demographic profile.

Store-based trade areas are defined by your choice of simple rings, data-driven rings, equal competition areas, drive-time areas, find similar, and gravity model. Simple rings are used to create market areas around your stores based on distances such as one, three, and five miles. Data-driven rings are based on a value in your store database such as total sales or square footage. Equal competition areas (Thiessen polygons) are created by lines drawn halfway between competing stores and assume consumers will travel to the closest store. Drive-time areas are produced by the approximate travel time along streets. The find similar analysis uses demographic drivers around your best store to identify how proposed new store locations match your best store location. The gravity model measures predicted sales for a new store location based on user-defined criteria and the competition around the new store location. The nature of your business determines which type of trade area to use.



## Case Study—Consulting and Business Development

James Edwards wanted to open an authentic Cajun restaurant in Houston, Texas. But he knew being successful would take more than his tasty cuisine. Edwards understood that a poor location could cripple even the best restaurant. There were two sites available that looked attractive to Edwards, but he wanted more details. So he turned to the Houston Minority Business Development Agency (MBDA), part of the Department of Commerce in Washington, D.C. Darryl V. Samuels in the Houston MBDA uses ArcView Business Analyst to assist minority business owners in the area with market analysis, competitive analysis, and site selection, to name a few. Acting as a business consultant, Samuels performs analyses for minority entrepreneurs that help them make wiser decisions. And more importantly, these maps and reports are helpful when included in the loan application packets submitted to the banks. Edwards gave the addresses of the two properties to Samuels, who entered

them into the site prospecting module of ArcView Business Analyst, and the result was that the site in a strip center near a multiscreen theater was preferred. And James Edwards now owns Lou Jazz Cajun Cookin'.

*"We helped Mr. Edwards by performing market analysis and generating reports and colorful maps that he included in the loan application. We were able to show five-year projections for population and income. It showed that he had done his homework. ArcView Business Analyst helped Mr. Edwards identify his competitors, the demographics of the area, the major streets, and even see where there were gaps in small neighborhood businesses."*

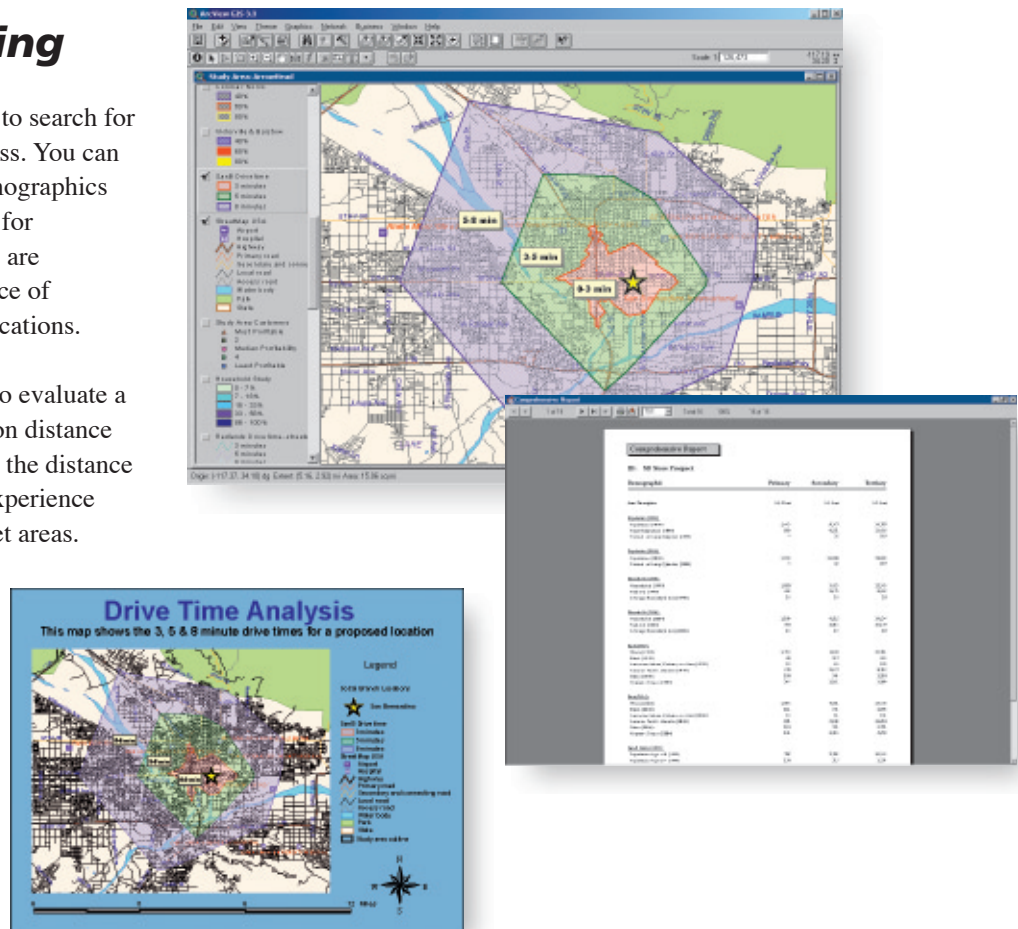
**Darryl V. Samuels**  
Senior Consultant  
Minority Business Development Agency, Houston

## Store Prospecting

Store Prospecting enables you to search for new store sites for your business. You can summarize the underlying demographics around possible new locations for comparison and analysis. Sites are prospected based on your choice of analyzing single or multiple locations.

Store Prospecting allows you to evaluate a potential store location based on distance or travel time. You can specify the distance or travel time based on your experience at other stores in similar market areas.

For example, you might choose to evaluate the demographics within one, two, and five miles or within two-, five-, and 10-minute drive times of the potential store location.



### Case Study—Retail and Commercial Real Estate

Having 27 malls located throughout eight states, with a combined gross leasable area of approximately 16 million square feet, securing tenants to fill vacancies and keeping them are high priorities. Crown American Properties, LP, realized that in order to attract retail tenants to their malls and get leases signed they had to offer their prospective clients as much data as possible and faster than the competition could provide it. Obtaining detailed market information could cost thousands of dollars and take several weeks to produce via outside consultants. Crown American needed an alternative solution. By implementing ArcView Business Analyst, it was able to save both the cost of hiring outside analysts and time by quickly providing its clients with accurate reports and detailed maps of many market areas.

ArcView Business Analyst helped Crown American when it was pursuing a major movie theater tenant for the West Manchester Mall in York, Pennsylvania. The client was concerned with the number of competing cinemas in the vicinity. Crown American identified all the surrounding theaters, geocoded their addresses, and placed them on a map quickly and easily using the ArcView Business Analyst store setup wizard. The results were astounding.

The map provided visual details they could not have seen with tabular data. A list of the addresses meant nothing to the prospective tenant, but on the map they saw that all the competitors were located on the east side, past the main highway, and none were on the west side where the West Manchester Mall is located. Crown American performed a demographic analysis of the area with ArcView Business Analyst and presented the results in a full color map, as well as provided the client a comprehensive report. The result was a signed lease agreement and a new theater opened in York, Pennsylvania.

*"The biggest selling point for us was the bundling of all the information. All the variables were there in one place. And we've noticed that when our leasing agents used a proposal packet that contained maps and reports generated from ArcView Business Analyst, along with charts and other regional background data, the lease-signing process seemed to go much faster than when they had not."*

**Evelyn Hart**  
 Tenant Leasing Specialist  
 Crown American Properties, LP



# ArcView Business Analyst

*For Every Business in Every Industry, Including Yours*

No matter what industry you are in, ArcView Business Analyst is sure to help you make more informed decisions about your market. It is an award-winning software application that is both powerful and intuitive. Built to perform very sophisticated analyses, ArcView Business Analyst is easy enough for even the novice user. This is truly a GIS for everyone in every industry. Both private and public sector organizations will benefit from this research and analysis software package. It offers you the full functionality of the world's leading desktop GIS software, plus a robust set of data from industry-leading information vendors.

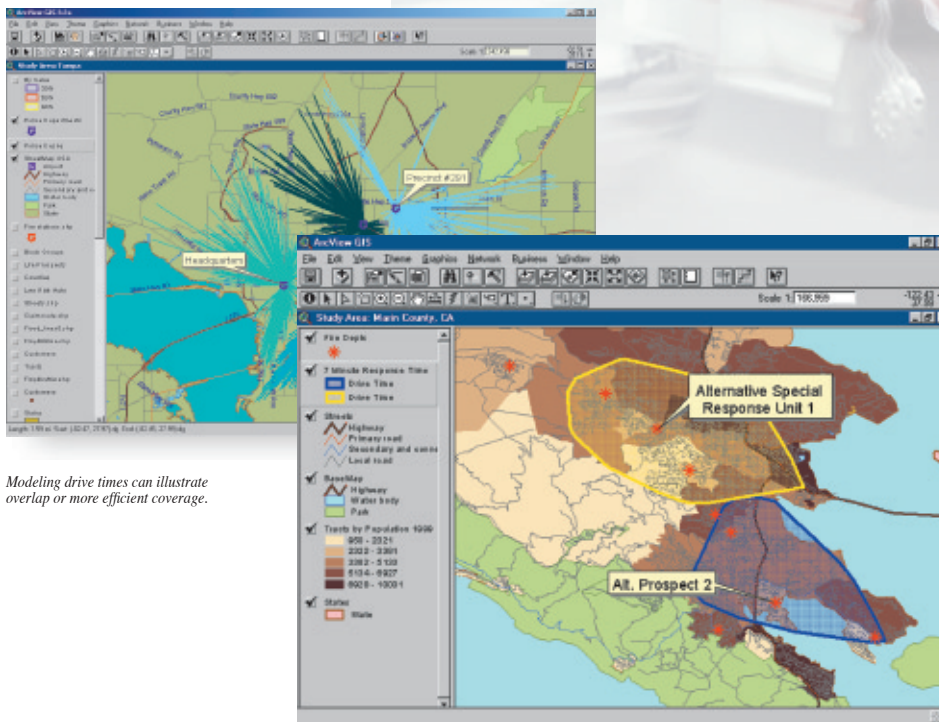
ArcView Business Analyst  
for the business of...

Advertising  
Banking  
Electric and Gas  
Finance

Fire and Safety  
Government  
Health Care  
Insurance

Law Enforcement  
Manufacturing  
Real Estate

Retail  
Telecommunications  
And More



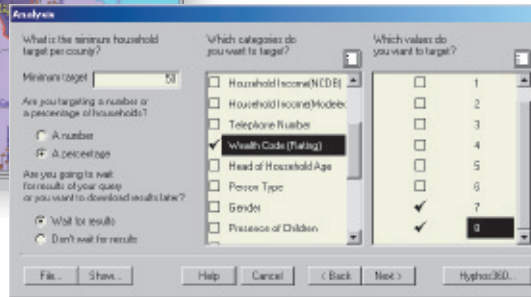
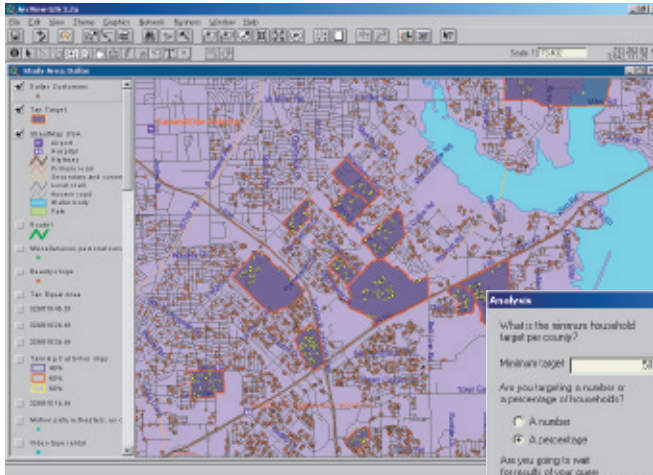
## Case Study—Emergency Response

Tim Walsh at the Marin County Fire Department in Marin County, California, uses ArcView Business Analyst for drive-time analysis to assist with placing rescue units in optimal locations. Walsh has used the software to perform response time models with colorful maps and detailed drive-time rings around various stations. All the neighboring jurisdictions feel that a rescue unit should be stationed at their facility, but resources and budget restraints do not allow it. With ArcView Business Analyst, Walsh modeled the response times and visually indicated who could provide the highest level of service.

*"The results of the drive-time modeling were very impressive! This software has enabled us to analyze many what-if scenarios before taking action, saving us money and, more importantly, keeping us from making a wrong decision that could potentially affect saving lives."*

**Tim Walsh**  
Marin County Fire Department

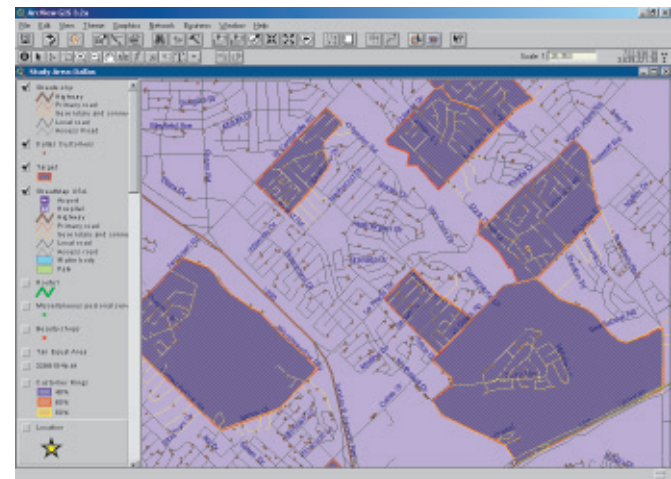




Block groups meeting “ideal customer” profile for target marketing and more.

Add data for specific industry analysis.

ArcView Business Analyst is a result of more than 30 years of experience working with customers in retail, banking, insurance, manufacturing, real estate, government, health care, telecommunications, oil and gas, utilities, and other industries. ESRI's ArcView Business Analyst helps answer the questions that your business asks every day.



## Case Study—Utilities

### *Deregulation: Utility Companies More Aware of the Cost of Doing Business*

Deregulation in the utility industry has caused many companies to increase their marketing and public relations practices and become more competitive. With more competition, utility companies are finding themselves having to create brand awareness and win customer loyalty, all while being cost-efficient.

Deregulation has made utility companies more aware of the cost of doing business. The costs are becoming extraordinarily visible, and utility companies are looking for ways to operate more efficiently.

ArcView Business Analyst is an excellent solution to help utility companies act more like commercial businesses. Utilities are now seeking ways to increase customer retention, notify customers of changes and products, improve customer service, and optimize

services and delivery. ArcView Business Analyst can help utility companies perform targeted direct mail campaigns to notify customers of changes and build brand recognition, assure customer service by optimizing service center sites that are within a certain drive time to the bulk of their customers, site new service stations based on the number of customers, identify outdoor advertising opportunities, and much more.

*“Having access to nationwide data sets of business listings, demographics, streets, and consumer information all in one GIS application is key to assisting utility companies make better business decisions during this time of deregulation.”*

**Jeff Myerson**  
Reliant Energy

## Case Study—Local Government

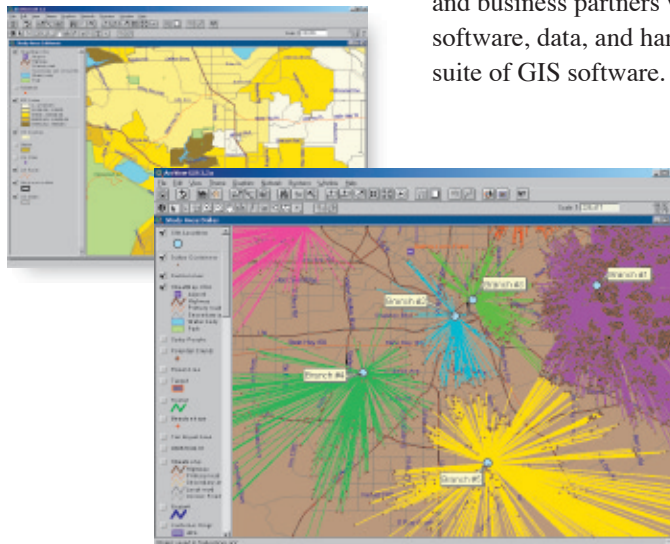
### *City of Lake Elsinore, How Does Your Economic Garden Grow?*

When the City of Lake Elsinore evaluated their economic development strategies against the competitive nature of many of their neighbors' business retention/attraction efforts, it realized the need for an alternative. The City was not losing existing local companies to other surrounding cities; they just were not attracting many new businesses. Rather than increase their recruitment efforts through an expensive marketing campaign, City officials decided to focus their attention on nurturing the businesses that already operated in the City. In a proactive approach, the City's Economic Development Department adopted a campaign known to many small cities as "economic gardening." The plan would allow for a more customer-friendly local government, with fast-track permitting, a knowledgeable staff, close collaboration with community stakeholders, and a database of information useful to the local businesses and business owners.

Lake Elsinore wanted a database that could track demographics, locate store locations, conduct drive-time analysis, find people for target marketing, and perform spatial analysis of the City and its surrounding neighbors. Such information would be available to the local businesses as well as any new companies looking to relocate to Lake Elsinore. The City knew the importance of helping their local businesses grow, but what they did not know was how they could obtain an immense amount of relevant information in one easy-to-use computer program without having to invest a fortune in new hardware. Lake Elsinore looked to ESRI, and what they found was ArcView Business Analyst.

*"What we wanted was a system that offered informational nourishment to our local businesses so they could flourish. And what we liked best about ArcView Business Analyst is the value. It is cheaper to buy the software than it is to restructure or create a marketing campaign."*

**Marlene Best**  
Assistant to the City Manager  
City of Lake Elsinore, California



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## **ESRI, the World Leader in GIS and Mapping Technology**

With annual sales of more than \$427 million, ESRI has been the world leader in the GIS software industry for more than 30 years. Additionally, ESRI provides powerful GIS solutions to more than 300,000 clients in more than 189 countries.

Headquartered in Redlands, California, ESRI has regional offices throughout the United States, several subsidiary companies overseas, and more than 1,000 industry leaders and business partners who partner with ESRI to provide software, data, and hardware that complement ESRI's suite of GIS software. Working with location information,

ESRI GIS software and solutions give you the power to solve problems you encounter every day. Organizations around the world, as well as local, state, and federal government agencies, are using ESRI GIS software to make smart and timely decisions.



# User Support

*A Long-Term Commitment to Your Success*

## You Are Important to Us

It is our goal to help you use our GIS tools successfully. Comprehensive educational and technical assistance programs are available to all ESRI users.

## Comprehensive Technical Assistance

ESRI offers quick and convenient assistance with a team of highly trained GIS analysts to help you. Choose from a variety of solutions to fit your needs.

## Free Online Support

Desktop software users can access announcements and frequently asked questions, download technical information, and exchange messages with other users and ESRI staff via

- The World Wide Web: [www.esri.com](http://www.esri.com).
- Internet Discussion Groups: ArcView-L and ESRI-L.
- ArcScripts: ArcScripts are useful tools from GIS users and ESRI. Share or download scripts developed by ESRI and users like you. Visit [www.esri.com/arcscripts](http://www.esri.com/arcscripts).

## Extra Support

ESRI and ESRI international distributors offer extended, fee-based support programs. Call for details.

## Comprehensive Training

ESRI offers several instructor-led courses that cover introductory and advanced topics related to using ArcView, Avenue™, and optional ArcView extension software. Class participants take home a course notebook complete with lecture notes, exercises, and training data.

## Training on the Web—ESRI Virtual Campus

The ESRI Virtual Campus is the home for self-paced GIS training on the Web. Our interactive courses explain GIS concepts, explore real examples, and offer hands-on exercises to help you learn by doing, all from the convenience of your office or home. Class begins whenever you want. You work at your own pace and earn certificates and a place on the alumni roster for successfully completing classes. For more information, visit the Virtual Campus at [www.campus.esri.com](http://www.campus.esri.com).



## ESRI Press

ESRI Press is dedicated to producing high-quality, technically accurate books about GIS applications, methods, and technology. Through the ESRI Press imprint, ESRI publishes application-oriented collections of case studies, how-to books covering ESRI software packages, and academic texts covering GIS theories and methods. Visit [www.esri.com/esripress](http://www.esri.com/esripress) for more information.

## ESRI Library and Store

The library offers ESRI software literature, GIS reference materials, and many other books and resources to help you learn more about GIS and ESRI. Visit [www.esri.com/library](http://www.esri.com/library) for a detailed description of available materials.

Visit [www.esri.com/usersupport](http://www.esri.com/usersupport) for descriptions of ESRI's user support programs or call 1-800-447-9778 (1-800-GIS-XPRT). Outside the United States, please contact your local ESRI distributor.



## Availability

ArcView Business Analyst is available for Microsoft Windows (98/2000 and NT). For more information or to order, please contact your local ArcView Business Analyst reseller or call ESRI at 1-800-447-9778; you can visit ESRI on the Web at [www.esri.com](http://www.esri.com)



For more than 30 years ESRI has been helping people manage and analyze geographic information. ESRI offers a framework for implementing GIS technology in any organization with a seamless link from personal GIS on the desktop to enterprisewide GIS client/server and data management systems. ESRI GIS solutions are flexible and can be customized to meet the needs of our users. ESRI is a full-service GIS company, ready to help you begin, grow, and build success with GIS.

## Corporate

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For more information  
on ESRI, call

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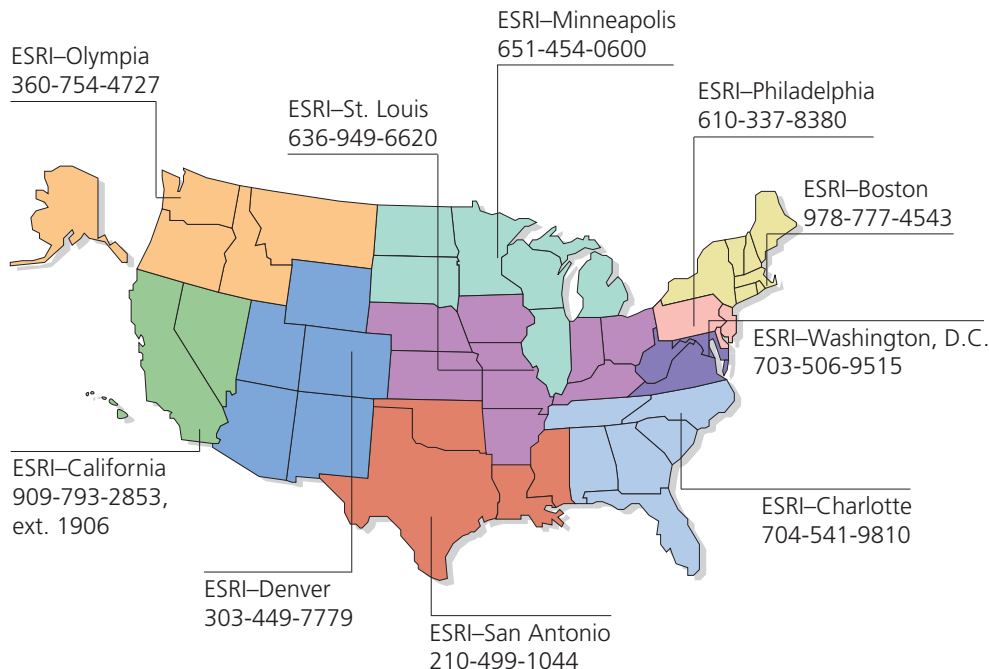
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or contact an ESRI reseller near you.

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Visit ESRI's Web page at  
**www.esri.com**

## Regional Offices



## International Offices

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Canada 416-441-6035	India 91-11-620-3802	Poland 48-22-825-9836	Thailand 66-2-678-0707
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