BusinessMAP® FSE
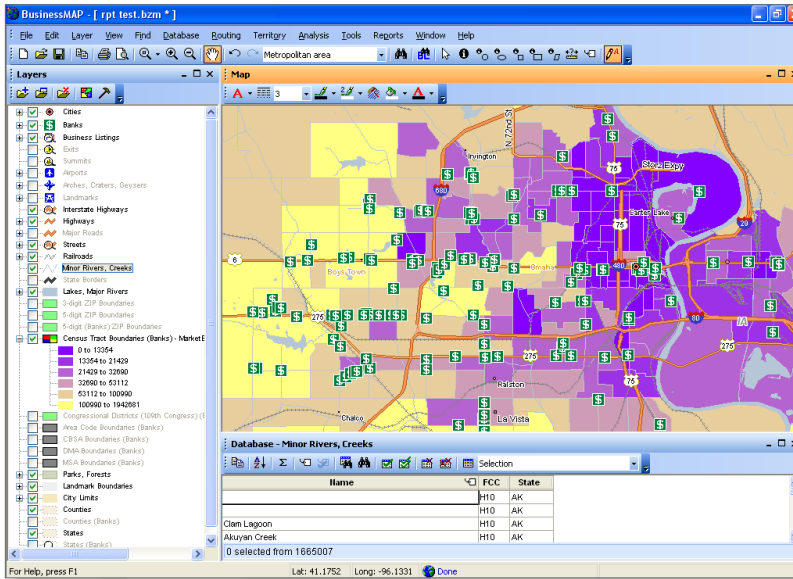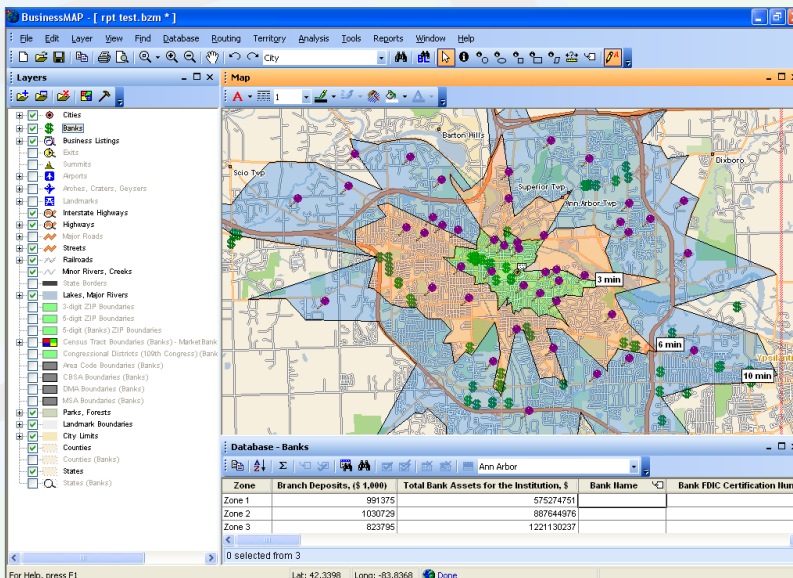
Financial Services Edition

Market Analysis highlights loan potential in the area.

BusinessMAP FSE is a powerful, yet easy to use, database mapping product that enables those in financial services to easily visualize and analyze data geographically.

- See customer concentrations relative to service locations and ATMs.

- Analyze demographics and market potential to promote the right products and services in the right places.

- Gain competitive insight only found by combining data and maps.

- Communicate better with maps and reports.

BusinessMAP FSE is the perfect way to invest for success.

BusinessMAP FSE is packed with data, including geographic data, demographic data, business data, and more. Geographic data gives you the power to find locations, get driving directions, create territories and map databases. View and analyze prospects or competition with over 18 million records from D&B.
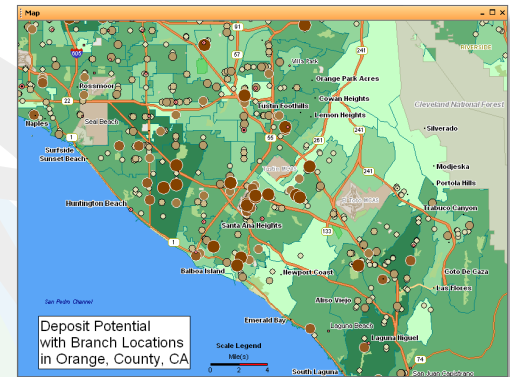

Map shaded by deposit potential with branch location symbols sized by deposits.

Combine the geographic data in BusinessMAP FSE with the demographics from ESRI, and you have a powerful analysis tool which enables you to gain insight to make better business decisions. The demographics include standard Census information such as population, age, race, and income from the 2000 Census estimates and projections.

Drive-time analysis around central point with prospects and competition.

Corporate

Order BusinessMAP FSE today

by calling

1-800-970-0033

Or visit us at

www.esri.com/businessmap

System Requirements

Windows® 2000, XP, or XP Professional

Pentium® or Higher CPU, 512MB RAM,

5GB free hard drive space, DVD drive

Reports

BusinessMAP FSE has over twenty-five report templates that provide pre-formatted information for selected geographic areas. Reports specific to financial services include Deposit Potential, Loan Potential, Competition, and LifeModes. These reports are formatted for familiar Microsoft Office applications and are complete with maps, data, and graphs to fully illustrate the area of study.

MarketBank™ Data

Providing both deposit and loan potential estimates, BusinessMAP FSE helps institutions understand the overall markets and current customer portfolio. The MarketBank data identifies opportunities for retail banking and investment business among both existing customers and prospects.

BranchInfo™ Data

BusinessMAP FSE includes a full searchable database of banks and credit unions that enable you to analyze the competition, complete with deposits for each location and total assets of the institutions. Institutions use the BranchInfo data to plan branch and ATM locations, evaluate market share and performance trends, identify real estate opportunities, perform competitive analyses and more.

Community Tapestry™ Data

U.S. consumer markets are different and diverse. Capturing the essence of each market to characterize those differences requires sorting the most accurate and powerful data available using a wide array of attributes.

BusinessMAP FSE includes Community Tapestry data which classifies U.S. neighborhoods into 65 segments based on socioeconomic and demographic composition. To increase the versatility and analytical value of the data, the Tapestry segments are organized into 12 LifeMode summary groups with similar demographics and consumer patterns and 11 Urbanization summary groups with similar levels of density.