

GIS for Retail

Understand your business from a new perspective



GIS: Visualize, Analyze, and Leverage Your Data

ESRI gives business professionals better tools to visualize, analyze, and leverage their business data for smarter and more informed decisions.



A geographic information system (GIS) uses computers, software, and data to leverage the fundamental principle of geography—that location is important to business. GIS takes the numbers and data from the rows and columns in databases and spreadsheets and puts them on a map. Placing your data on a map highlights where you have customers around your store locations and identifies what their demographic profile is. It allows you to view, understand, question, interpret, analyze, and visualize your data in ways simply not possible in rows and columns of a spreadsheet.



GIS by ESRI™

GIS is a tool for making maps, analyzing data, and reporting your results. Since 1969, ESRI has been helping people solve real-world geographic and business problems. Today more than 100,000 organizations around the world use ESRI's leading-edge technology to manage location information. By visualizing their information, businesses and government agencies have a better way to organize and visualize their data for improved communications and enhanced decision making.

GIS, a Tool That Means Business

Approximately 80 percent of all business data is related to location. Businesses manage a world of information about sales, customers, inventory, demographic profiles, mailing lists, and so much more. No matter what industry you are in, business success means making wiser decisions faster than your competition. Being able to understand the market and obtain information quickly so you can take fast action is key. The intuitive power of maps often reveals trends, patterns, and opportunities that may not be detected in tabular data alone. Maps are the key to success in business.



GIS FOR RETAIL

Business Software Solutions

ESRI® software makes sense for business.

ESRI geographic information system solutions can help you make better decisions, save money, and provide better customer service. No other company offers a complete suite of software programs that meets the needs of all departments within your organization. ESRI has combined its GIS software with industry-specific data and functionality to create a complete solution for your business needs.

ArcView Business Analyst



ArcView® Business Analyst is a unique set of tools and data designed specifically for business applications. It allows users to analyze markets and customers, see trends and patterns on maps, and generate comprehensive demographic reports. The software has an easy-to-use wizard interface that guides the user through complex business tasks. Because the data and analysis procedures are built in, the user can focus on results rather than the details of the underlying technology.

ArcLogistics Route



ArcLogistics™ Route is a stand-alone end user application designed to solve vehicle routing and scheduling problems, enabling users to create and manage sets of routes for their fleets of vehicles. Logistics professionals use ArcLogistics Route to geocode stops; optimize routes and schedules; and output maps, directions, and reports. ArcLogistics Route assigns customers to vehicles and determines the optimal stop sequences to minimize costs and honor time windows. Routes are built based on actual network drive times (not straight-line distances).

RouteMAP IMS



RouteMAP™ Internet Map Server (IMS) is an affordable out-of-the-box Internet Map Server that helps companies add mapping and routing capabilities to their Web sites. RouteMAP IMS is software that resides on your server, allowing you to change, edit, and serve an unlimited number of maps and routes, while giving you total control of content and the user interface. RouteMAP IMS enables you to generate more business activity for your company by allowing prospective customers visiting your Web site to display maps and get driving directions to your various business locations.

ESRI offers a total range of software solutions for every company, from the one-person entrepreneur using a PC to the most advanced corporate enterprise environment. Used by more organizations than all other GIS software combined, ESRI is the world leader in GIS technology. The following ESRI software programs have been designed especially for business.

ArcGIS



ArcGIS™ is used for the creation, management, integration, analysis, display, and dissemination of spatial data. Strong visualization, editing, and analysis, along with advanced data management, distinguish the ArcGIS software family as the leading GIS software.

Users can deploy multiple ArcGIS client (ArcView, ArcEditor™, ArcInfo™) seats, ArcGIS servers (ArcSDE® and ArcIMS®), and mobile technology (ArcPad®) to meet their needs for scalable GIS solutions.

ArcView, ArcEditor, and ArcInfo

ArcView, ArcEditor, and ArcInfo are collectively known as ArcGIS Desktop. ArcGIS Desktop provides a scalable system for data visualization, query, analysis, and management along with the ability to create and edit geographic data.

ArcIMS

ArcIMS software is the foundation for distributing GIS data and applications on the Internet. By providing a common platform for exchanging and sharing GIS resources, ArcIMS provides unique opportunities to leverage data from within the organization and to integrate information from other agencies.

ArcSDE

ArcSDE is an application server that facilitates storing and managing spatial data in a relational database management system. ArcSDE allows you to openly manage spatial data in one of four commercial databases (IBM® DB2® and Informix®, Microsoft® SQL Server™, and Oracle®) and to serve ESRI's file-based data. ArcSDE plays a fundamental role in a multiuser GIS and delivers spatial data to desktop, Web-based, and mobile client applications.

ArcPad

ArcPad software is a mobile geographic information system technology. ArcPad provides database access, mapping, GIS, and global positioning system (GPS) integration to users out in the field via handheld and mobile devices. Data collection with ArcPad is fast and easy and significantly improved with immediate data validation and availability.

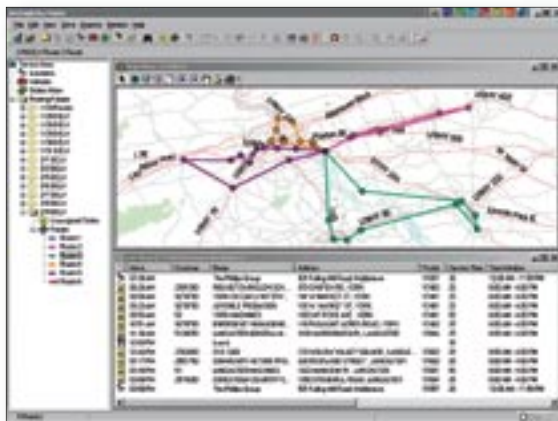
Map Your Way to Business Success!

Competitive Market Analysis

Losing customers to the competition costs you money. Knowing the types of products, promotions, and services that will attract profitable customers in your trade area can help to create customer loyalty and prevent cannibalization.

Trade Area Analysis

Geography is critical to the commercial real estate market. A less than optimal business location can make or break a business, no matter how good the service or product.



Delivery Routing/Fleet Management



Competitive Market Analysis



Trade Area Analysis

Delivery Routing/Fleet Management

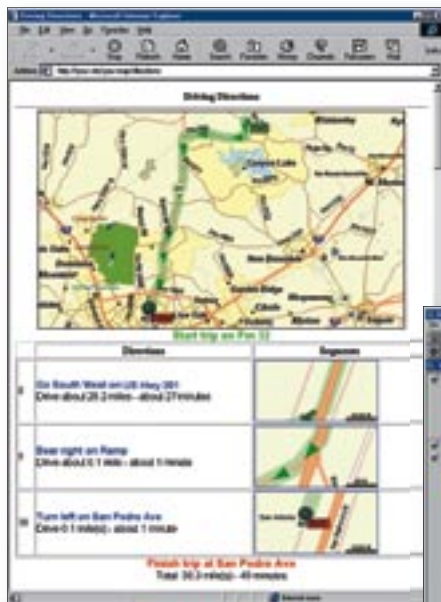
GIS integrates mapping analysis into decision support for everything from calculated arrival times to customer sites and schedule requests.

Internet Store Locator

Prospective customers visiting your Web site can display maps and get driving directions to your various store locations. Gain total control over your Internet map publishing process.

Demographic Analysis

Demographic analysis is the basis for many other business functions: customer service, site analysis, and marketing. Understanding your customers and their socioeconomic and purchasing behavior is essential to making good business decisions.



Internet Store Locator



Demographic Analysis

Site Selection

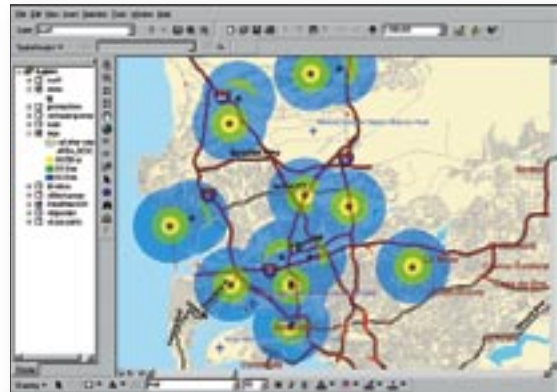
GIS can help you find the right site for your next store, distribution center, or service department. With a GIS, you can blend customer surveys with census data to visualize market penetration, market share, and trade areas. When markets change, GIS can help you plan exit strategies and asset disposal.

Marketing/Advertising

What works in Atlanta might not always work in Seattle. GIS market analysis tools can help you determine which products and promotions match the lifestyles and buying patterns of your customers. Create a multidimensional snapshot of trends to create trade areas, predict sales, design sales territories, plan media, and much more.

Facilities Management

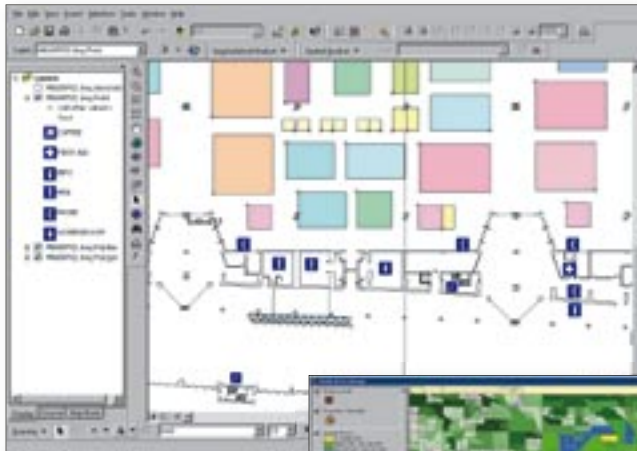
Facilities management is the practice of coordinating the physical workplace with the people and work of an organization. Businesses know that it is vital to maintain a well-managed and efficient facility. GIS enhances the ability to provide current information and maps, locating facilities, such as conference rooms, restrooms, and emergency exits, within an organization.



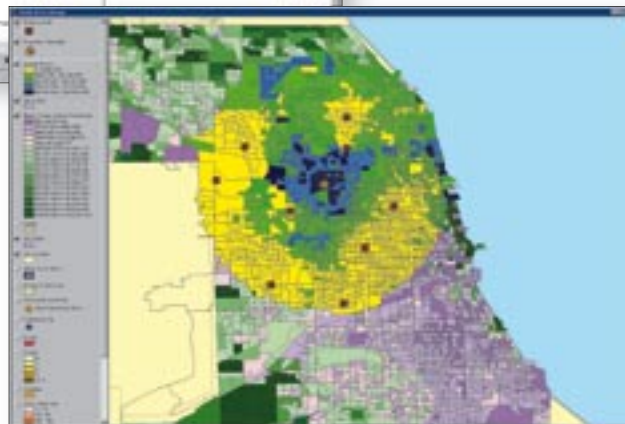
Site Selection



Marketing/Advertising



Facilities Management



Target Marketing/Direct Mail

Target Marketing/Direct Mail

Knowing and understanding your customers' likes and dislikes are integral to the success of a direct mail campaign. GIS enables you to identify who your most valuable customers are, understand their demographic characteristics, measure their direct mail response by product category or promotion, and target where new customers with similar demographic characteristics are located.

Here's How Geography Matters to

Supply Chain Operations



- Locate distribution centers (DC)
- Deliver and route from DC to store locations
- Reduce product cycle time
- Enable just-in-time scheduling
- Minimize overtime
- Schedule and manage your fleet
- Provide dispatcher summary reports

IT/IS Department



- Web-based store locator
- Manage spatial data
- Integrate with corporate databases
- Spatially enable all departments
- Facilitate spatial data sharing and exchange
- Enterprise mapping and analysis

Real Estate/Store Development



- Evaluate sites
- Analyze your competition
- Profile customers
- Manage store portfolio
- Define traffic patterns
- Evaluate market potential
- Analyze trade areas
- Forecast and model sales

Marketing/Advertising



- Evaluate advertising effectiveness
- Focus advertising campaigns
- Define targets
- Analyze markets
- Develop target promotions and campaigns
- Geocode customers
- Understand customer spending

Software Solutions and

ArcLogistics Route

ArcGIS Desktop

ArcPad

RouteMAP IMS

ArcGIS Desktop

ArcSDE

ArcIMS

ArcReader™

ArcGIS Publisher

ArcView Business Analyst

ArcGIS Desktop

ArcIMS

ArcPad

ESRI BIS* Data

ESRIBIS.com

ArcView Business Analyst

ArcGIS Desktop

ArcIMS

ArcPad

ESRI BIS Data

ESRIBIS.com

Your Organization

Merchandising



- Rank store locations by type and merchandise mix
- Analyze market demographics
- Evaluate, cross sell, and up sell opportunities
- Analyze trade area
- Segment customers by lifestyle and product category
- Model store customer databases

Retail Operations



- District/Zone map changes
- Analyze markets
- Penetrate markets
- Profile customers
- Forecast market potential
- Score and predict consumer buying behavior
- Integrate in-store, catalog, and Internet market analyses

Facilities Management



- Map headquarters
- Map departmental areas/zones
- Map and locate
 - Restrooms
 - Emergency exits
 - Fire extinguishers
 - Conference rooms
 - Public telephones
 - Stairs
 - Elevators
 - Parking
 - Printers
 - Copiers



Data

ArcView Business Analyst

ArcGIS Desktop

ArcIMS

ArcPad

ESRI BIS Data

ArcView Business Analyst

ArcGIS Desktop

ArcIMS

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ArcGIS Desktop

ArcIMS

ArcSDE

ArcPad

ESRI BIS DATA PRODUCTS

Current-Year Updates and Five-Year Demographic Forecasts

ESRI BIS 2003/2008

ESRI BIS presents 2003/2008 forecasts of population and income including age by sex; race by Hispanic origin; households and families; housing by occupancy, tenure, and home value; and income including household and family income distributions, household income by age of householder, and per capita income.

Updated Annually

Census Data

ESRI BIS 2000

Census 2000

Updated Decennially

infoUSA Business Database

infoUSA February 2002

ESRI BIS business data are extracted from a comprehensive list of businesses licensed from infoUSA®. The business list contains data on more than 10 million U.S. businesses including name and location, franchise code, industrial classification code, number of employees, and sales volume.

Updated February/August

Consumer Expenditure Survey (CEX)

CEX Surveys 2001 Updates

ESRI BIS integrates the Bureau of Labor Statistics (BLS) and CEX consumer spending data into the ACORN™ segmentation system to develop spending patterns by ACORN type. This integration produces a profile of purchasers by key demographic variables such as age, income, education, family type, and employment. Data are reported by product or service and includes total expenditures, average spending per household, and a Spending Potential Index (SPI).

Updated Annually

Market Potential Index (MPI)

MRI Doublebase 2000 Doublebase

ESRI BIS' Market Potential database includes data for 1,700 items organized into 35 groups representing goods, services, attitudes, and activities collected from the Mediamark Research Inc. Doublebase 2000 database. Market Potential data measures the likely demand for a product or service. Files include the expected number of consumers and a MPI.

Updated Annually

Shopping Centers

NRB June 2002

ESRI BIS' Shopping Centers database comes from the National Research Bureau (NRB), which provides the most comprehensive source of information about 39,000 U.S. shopping centers. This database includes all shopping centers with three or more tenants.

Updated November/May

Shopping Centers

DMM July 2001

This database includes shopping centers with GLA of 250,000 square feet or more.

Updated Annually

Traffic

MPSI September 2002

ESRI BIS' traffic count data comes from MPSI/DataMetrix that provides the most current and extensive U.S. traffic data and compiles information from approximately 1,200,000 traffic counts at 800,000 points. From freeways to rural roads, ESRI BIS' traffic volume data provides valuable information for trade analysis, routing, or mathematical modeling.

Updated Annually



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