

MapInfo® Site Matcher

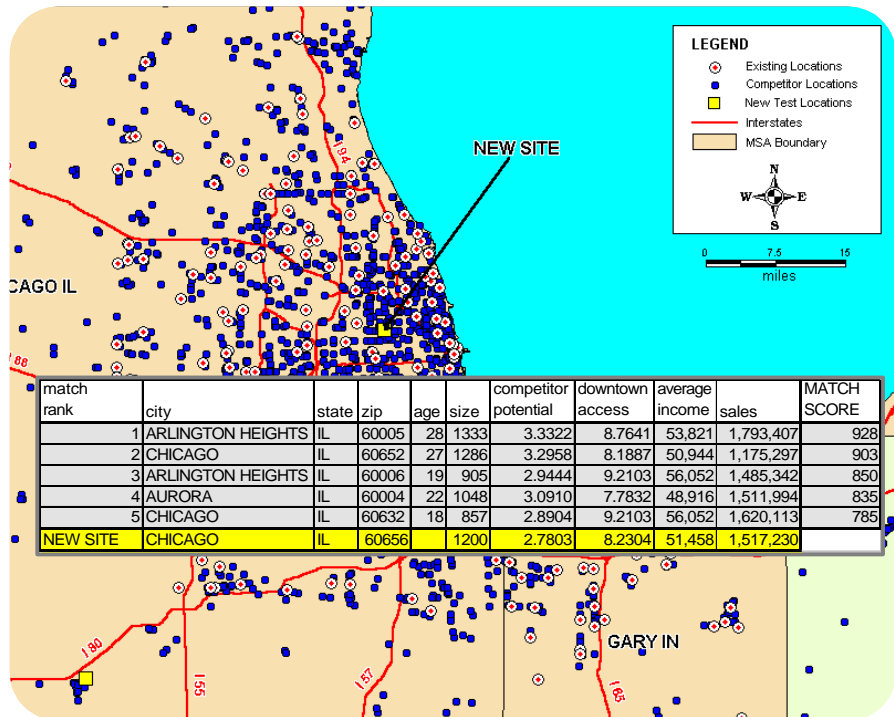
WHEN YOU NEED RELIABLE SALES PROJECTIONS FOR NEW SITES FAST AND AT A REASONABLE PRICE, SITE MATCHER IS FOR YOU.

SITE MATCHER IS A TOOL FOR OBTAINING SALES/VOLUME ESTIMATES FOR PROSPECTIVE SITES AS WELL AS OBTAINING A PICTURE OF WHAT A NEW SITE MAY LOOK LIKE BASED ON A REVIEW OF THE BEST MATCHING EXISTING SITES. IF YOUR BUSINESS HAS A LARGE ESTABLISHED NETWORK OF STORES OR BRANCHES, AND IS LOOKING TO OPEN NEW SITES, SITE MATCHER CAN PROVIDE A COST EFFECTIVE AND QUICK SOLUTION, HELPING YOU ZERO IN ON THE MOST POTENTIAL SITES THAT WILL RETURN THE HIGHEST ROI.



FEATURES

- Fast and Cost-Effective sales projections for potential new sites.
- Fact-based and objective, and defensible tool for assessing the likely sales volumes of proposed new sites.
- Site Matcher output and processes are intuitive and easy to understand.
- A collaborative process in which variables influencing sales volumes are determined based on both MapInfo experience and client knowledge.
- Focuses on the top 8 to 15 variables that help determine sales at new and existing sites.
- Site Matching models use the most current geodemographic, socio-economic, behavioural, and lifestyle data available in Canada and the United States. The data are modeled by MapInfo demographers to ensure the highest quality.
- Models can be national, regional, or local in scope.
- The models are accurate and realistic because MapInfo uses the characteristics of the neighbourhoods around each site, as well as other location relevant information to aid in the model development process.
- Models can be delivered as part of an easy to use software tool - Branch Manager - or can be run as requested by MapInfo analysts.
- Detailed reporting allows you to analyze the components of your best site matches and understand what is important in driving revenue.



Who will find Site Matcher useful?

This form of model is particularly useful for businesses that have a large network of existing sites, and who are looking to open new facilities. Restaurant chains, financial institutions, supermarkets, hardware and drug stores are all examples of businesses that have taken advantage of the sales projections delivered through Site Matcher.

In what situations is Site Matcher used?

Site Matching models provide businesses with an approximate estimate of renovated or new site mature sales potential. The model can be used when;

- Deciding where to open a new site by

choosing sites which are likely to have high totals sales, transaction volumes, number of accounts, number of prescriptions, etc.

- Deciding what sales may be for a new store format.
- When determining sales variance within an existing site network - leading to insight concerning over and under performance.

Strengths of Site Matchers.

- Cost effective.
- Fast turn-around time.
- Reliable.
- Intuitive and easy to operationalize.
- Country independent.
- National, regional, and market focused.

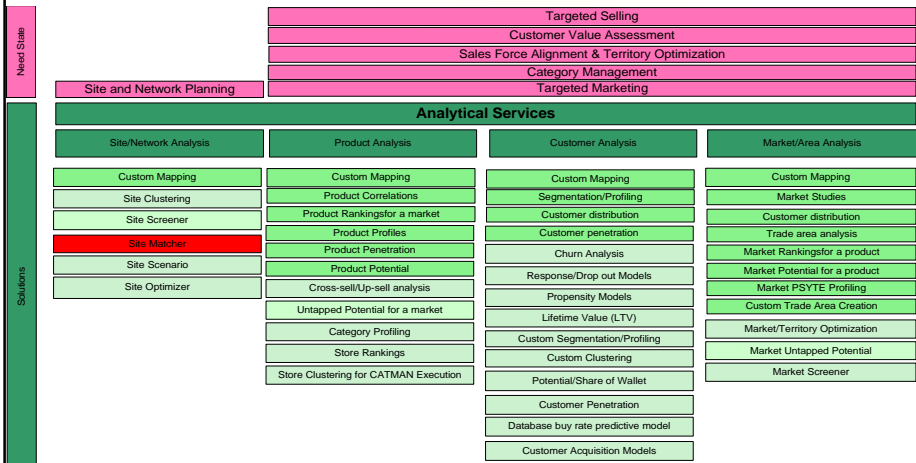
DATA REQUIRED

- A database of existing sites with Key Site Attributes (KSAs) identified for use in the model.
- A set of candidate points representing potential new sites. An extensive set of potential sites can be developed by MapInfo such as major intersections, shopping centres, malls, etc.
- Trade Areas around each potential new site.
 - Drive-Time Trade Areas.
 - Drive-Distance Trade Areas.
 - Circular Trade Areas.
 - Tapered Trade Areas.
- Matching Criteria variables.
 - Demographic variables - income, age, occupation, family status, education, presence of children, etc.
 - PSYTE Profiles of current customers.
 - Situation specific variables - distance to schools, distance to shopping malls, population density of the surrounding area.
 - Competitive information - location, proximity, number of competitors, attractiveness.
 - Daytime Population Density.
 - Existing network variables - proximity of your stores to other stores in your network, proximity of new sites to other stores in your network; specific site characteristics of your existing sites.

Site Matcher is part of MapInfo aCRM solutions Continuum.

MapInfo offers a range of solutions targeted to solving key Site, Product, Customer, and Market business challenges.

No matter what your budget, MapInfo has a solution to meet your need.



Perform "What-if Analysis"

The Site Matcher model can be integrated directly into Branch Manager or Intra/Internet Mapping Applications, enabling the user to select new sites through the use of a map interface and generate reports and maps showing estimated mature sales/volume potential.

The use of Branch Manager facilitates running "what-if" analysis by making the process of choosing new sites easy and by generating intuitive easy to understand sales reports.

MapInfo can also run Site

Matcher is just one solution focused on modeling how changes you make to your store/branch network affect the bottom line.

However, the solution that is best for your business depends on the data you have available, the size of your existing site network, your budget, your time to market, and your expect

return on investment.

Let MapInfo prescribe a solution that will help you grow your business.

If Site Matcher is not for you, chances are another MapInfo aCRM Solution such as Site Scenario or Site Optimizer will meet your need.

Matcher as a service. You provide a list of new sites and we will run the model and make the reports available for download off our secure FTP site.

Combine with advanced Market Analysis tools.

Combine Site Matcher with TargetPro to perform preliminary market studies to narrow down the number of sites to analyze using Site Matcher. Use TargetPro after determining your best new site to help create targeted marketing campaigns to accelerate your ROI.

System Requirements

Requirements depend on the way the Site Matcher is delivered. If delivered as a service there are no requirements, but if delivered through Branch Manager and TargetPro you will need.

Windows® 98, NT v4.0, 2000. At least 15mb of available disk space, not including map data.

For More Information

Call 1.630.416.9924 or visit us at www.datasourcetech.com

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