

MapInfo® Site Screener

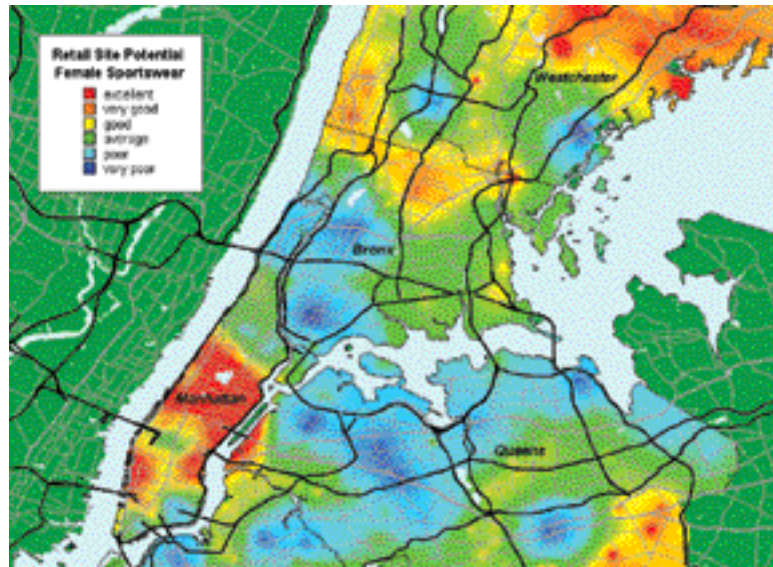
AN EASY AND COST-EFFECTIVE WAY TO FIND HOT NEW AREAS AND ASSESS THE LIKELY RELATIVE PERFORMANCE OF NEW SITES OR STORE FORMATS

HOW DO YOU DECIDE WHERE TO BUILD? HOW MUCH DOES IT COST YOU TO BUILD A NEW SITE? IF THE SITE DOESN'T PERFORM WELL, HOW MUCH TIME AND MONEY HAVE YOU WASTED? HOW MUCH MARKET SHARE HAS YOUR COMPETITOR GAINED? SITE SCREENER PROVIDES THE INFORMATION NEEDED TO MAKE INFORMED DECISIONS.

SITE SCREENER IS A MODELING SOLUTION THAT EVALUATES POTENTIALLY THOUSANDS OF NEW SITE LOCATIONS AND IDENTIFIES THOSE THAT ARE BEST, AND WORST, FOR YOUR SPECIFIC BUSINESS NEEDS, PERMITTING YOU TO GROW YOUR BUSINESS WITH CONFIDENCE.

FEATURES

- ▶ Fast and cost-effective site analysis solution
- ▶ Does not require an extensive network of existing sites; can be used by any business where revenue is heavily dependent on location.
- ▶ A collaborative process where variables influencing new site preferences are determined based on both MapInfo and client expertise
- ▶ *Site Screener* makes the modeling process transparent to the client
- ▶ Features most current geodemographic, socio-economic, behavioral, and lifestyle data available in North America
- ▶ Your input is valuable; the solution is tailored to be specific to your business needs
- ▶ Models can be national, regional or local in scope



Get to market faster and save time and money by focusing your real estate efforts on eligible sites in the Red Hot areas (those with a high screening score).

WHO WILL FIND SITE SCREENER USEFUL?

Site Screener is ideal for any business that depends heavily on choosing good locations to drive revenue. Businesses that are looking to fill-in existing markets, expand into new markets, or change their site formats can take advantage of the insight delivered through *Site Screener*.

WHEN IS SITE SCREENER APPROPRIATE?

Site Screener provides businesses with a set of target sites with scores between 0 and 1000. The higher the score, the more suitable the site is for your business. Screener is appropriate when:

- The primary requirement is a “ranking of potential” rather than a forecast of profitability or a prediction of business volumes
- When available data do not permit the use of a more rigorous model such as *Site Optimizer*, *Site Simulator* or *Site Matcher*
- There are “time to market” pressures
- Budgets are constrained

STRENGTHS OF SITE SCREENER

- Less data intensive than other site models
- Less expensive than other site models
- Quick turn-around time
- Intuitive and easy to operationalize
- Country independent
- National, regional and market focused
- Based on your existing marketing intelligence

DATA REQUIRED

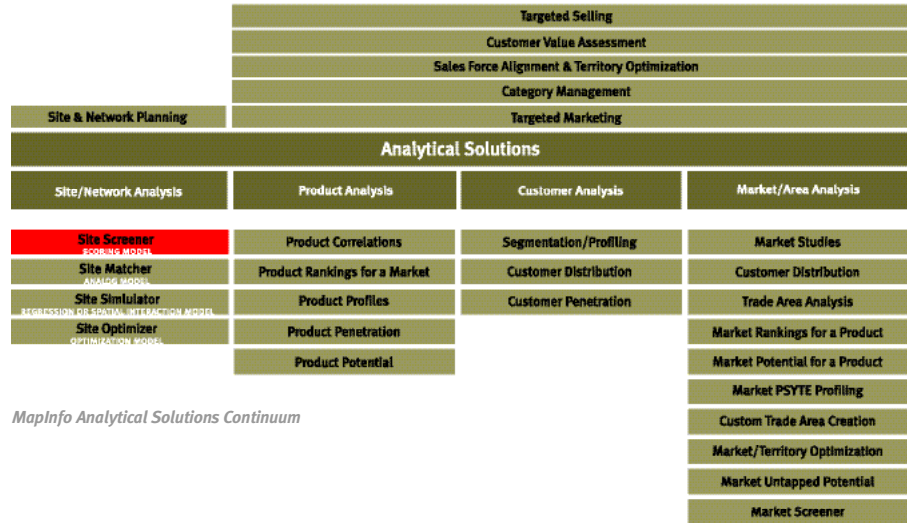
- ▶ A set of candidate points representing potential new sites. An extensive set of potential sites can be developed by MapInfo using major intersections, shopping centers, or those provided by the client

TRADE AREAS AROUND EACH PROSPECTIVE NEW SITE

- ▶ Drive-Time Trade Areas
- ▶ Drive-Distance Trade Areas
- ▶ Circular Trade Areas
- ▶ New Advanced Tapered Trade Areas

RANKING CRITERIA DATA

- ▶ Demographic Data (income, age, occupation, family status, education, etc.)
- ▶ MapInfo® PSYTE® Profiles of current customers
- ▶ Situation variables such as distance to schools, distance to shopping malls, population density of the surrounding area
- ▶ Competitor information
- ▶ Daytime population density
- ▶ Customer specific information
- ▶ Innovative use of Geo-Potentials: advanced measures of proximity of competitors, attractors (malls, high traffic areas), employment and demand areas, to your existing sites and proposed sites
- ▶ Weights associated with the ranking Criteria Data
- ▶ Example: positive weight on population density, accessibility to schools, and accessibility to shopping malls
- ▶ Example: negative weight on proximity to competitor, competitive index scores, distance from highway, percentage of low income households



MapInfo Analytical Solutions Continuum

SITE SCREENING PART OF MAPINFO ANALYTICAL SOLUTIONS CONTINUUM

MapInfo offers a range of solutions targeted to solving key site, product, customer, and market business challenges.

Site Screener is just one of many Site and Network Planning solutions. The solution that is best for your business depends on the data you have available, your budget, your time to market, and your expected return on investment.

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

For sales projections, refer to *Site Matcher*, *Site Simulator*, and *Site Optimizer*.

MAP YOUR RESULTS

The output from the Site Screening model can be integrated with *MapInfo Professional*® for intuitive map viewing. *MapInfo TargetPro*® can be utilized for further market analysis.

Ensure success by driving revenue to your new site through the use of *TargetPro*. Create focused targeted marketing campaigns and maximize ROI by reaching sales maturity sooner than your competitors.

SYSTEM REQUIREMENTS

If delivered as part of *MapInfo Professional* and *TargetPro*, you will require Microsoft® Windows® 98, NT v4.0, 2000 with at least 100mb of available disk space, not including map and modeled data.

As we look to improve our products, and better serve you, our web site contains the most current information available on this product. Please refer to www.mapinfo.com for the latest updates and features.

FINANCE: DISPOSABLE INCOME, WEALTH, UNTAPPED POTENTIAL, FINANCIAL PSYTE, ESTIMATES AND PROJECTIONS

RETAIL: CONSUMER SPENDING POTENTIAL FOR HUNDREDS OF PRODUCTS. PURCHASING AND LIFESTYLE BEHAVIOR.

TELCO: TELCO DEMAND ESTIMATES AND FORECASTS (DSL, HOUSEHOLD INTERNET SPENDING, ETC), MAPINFO GEOTEL DATASETS.

