

MAPINFO® SMART SITE SOLUTIONS

Advanced site selection technology that leverages 45 years of MapInfo-Thompson experience making the world's leading retailers more profitable through expert predictive analytical solutions.

MapInfo®
*Smart Site
Solutions*



The right market.
The right site.
The right price.

Summary

Features

- *Customizable Technology*
- *Flexible Screening Criteria*
- *Parameter Control*
- *Programmable Geography Constraints*
- *Adjustable Geographic Criteria*
- *Model Customization Research*

MapInfo® Smart Site Solutions provides critical analysis for Real Estate executives in restaurant and apparel as well as retail banking and retail telecommunications. MapInfo Smart Site Solutions allows analysts to determine the best markets and the optimal number of sites within those markets in order to maximize their network, whether that means building new stores, consolidating branches or filling in gaps that exhibit high potential.

This customizable technology provides predictive modeling based on proven research for 20 different retail concepts. These concepts take into account trade area size, maximum threshold, and buffer distance between sister stores as well as the customer profile appropriate to each retail concept. Allowing you to expertly control parameters, tweak profiles or geography constraints to better reflect your specific situation. As the expert, you will be able to adjust trade area geographic criteria for the underlying "ground truth" realizing a fully automated yet realistic trade area definition. And with the flexible screening criteria, you can specify any combination of demographics, a choice of straight line, driving, or time distance criteria as well as specific buffer zones. The result, a listing of optimal, realistic site opportunities in less than one minute.

MapInfo Smart Site Solutions analysis is customized to your specific concept and empowers you to address your key site selection issues:

1. Find the best market.

With so much capital investment on the line, you'll want to be certain you've selected the right expansion market. MapInfo Smart Site Solutions gives you that confidence. Assesses where you should spend your money today, what markets you should go in first, and where you should go next.

2. Determine maximum store buildout.

Using MapInfo Smart Site Solutions, you can determine the maximum store buildout in any selected market. Optimize return from your market expansion and influence investors' and shareholder' opinion of your company's value.

3. Determine viable target sites.

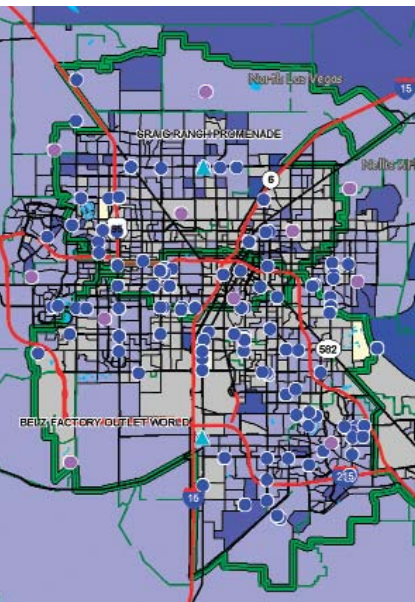
MapInfo-Thompson's analysis points you to the optimal expansion sites within any market, saving you both time and money. This analysis can be completed for any market size – local, state, regional or national.

4. Rank each viable site.

There may be many viable sites within your selected market, but which single site will deliver the highest sales? Which site ranks second, third, fourth and so on? Based on your criteria, MapInfo Smart Site Solutions considers many site and concept factors to help prioritize your options.

Choose any or all of these options, and run an analysis for any market size – local, state, regional or national, customized for your concept.

Accurate. Affordable. Amazingly Smart.



For more information:

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 Naperville, IL 60565
 630 416-9924

Case Studies

Restaurant

A major restaurant chain depends on smart site solutions to develop reports for their investment community to demonstrate expansion opportunities. Invaluable to their cause, this MapInfo Smart Site Solution report proved to its investors that with a minor change in concept the chain could expand profitability into new markets and double their revenue.

Retail

A large format specialty hobby store utilized MapInfo Smart Site Solutions to figure out how to prioritize sites within a particular market. They determined how many stores a particular market can support with limited cannibalization, where should they be located and which ones are the most viable. MapInfo Smart Site Solutions also helped this store to determine if they should stay in current leases or to relocate. This analysis ultimately helped them to make better decisions about finding the right locations.

Fast Food Chain

A fast food chain leveraged MapInfo Smart Site Solutions to analyze their markets to determine where to in-fill new locations based on a certain revenue thresholds. This analysis resulted in the opening of additional profitable sites.

To find out more about MapInfo Smart Site Solutions
 Contact *DataSource Technology, Inc.* today at 630 416-9924 or
 visit our website at www.datasourcetech.com

Retail Concepts

- Consumer Electronics - Large Format
- Pet Supply - Large Format
- Sporting Goods - Large Format
- Sporting Goods - Small Format
- Automotive Aftermarket - Retail
- Automotive Aftermarket - Wholesale
- Department Store
- Discount Store
- Home Center
- Women's Apparel - Large Format
- Bank - Retail
- Books and Music - Large Format
- Housewares
- Full Service Restaurant
- Quick Service Restaurant
- Petroleum Retail
- Convenience Store
- Customer Defined Concept