

# Location. Location. Location.

## *Your path to competitive and market advantage*

**“Mapping Analytics showed us how we could provide better, faster service . . . and do it affordably.”**

**Erwin Ishmael**  
SONY Electronics USA

**“More than just maps, they gave us the tools that helped us grow our business.”**

**Jim Mahoney, CEO**  
Financial Freedom™  
Senior Funding Corporation

**“Mapping Analytics showed us where the holes in our data were and helped us fill them. In the end we had a solution based on facts, not assumptions.”**

**William Webb**  
Project Manager, Sealy

You know the old ‘location’ adage used by real estate agents. It rings every bit as true in the business world too.

If you don’t have the right people in the right places — or stores, branches or service centers located to best serve and gain customers — you can’t be as profitable as you should be.

At Mapping Analytics, we work closely with our clients to answer location questions, providing analytic and consulting services, mapping software, and key data sets. The answer is never as simple as putting more bodies and resources in more locations. It’s about optimizing the location of people and resources to improve performance while lowering costs.

### **Tell us your goals**

We’ll show you *where* you can reach them. And give you insight into some of the toughest questions you have to ask yourself.

Strategic questions like: How do you balance sales territories to get maximum productivity? Are you using customer profiling to its full potential? Where should you expand marketing efforts?

And operational questions like: Do you have the resources to tackle this problem or pounce on this opportunity? Do you have the right technology in place? Do you have the people and time to get it done?

The answers don’t come using just software. It takes a wealth of sales and marketing expertise to take you beyond software to create business solutions that really make a difference. With solid backgrounds in marketing, sales, business management and geographic analysis, Mapping Analytics can help you resolve your toughest challenge.

### **Our clients are like you**

Our clients span virtually every market segment, from Fortune 500 companies dealing with issues at the boardroom level, to startups seeking a competitive edge. What all our clients have in common is their desire to understand, interpret, visualize and use data successfully — without overloading their valuable internal resources.

### **Listen, then leap**

The mantra at Mapping Analytics has always been “listen before you leap.” First, we gain a thorough understanding of your current business climate, potential opportunities, goals and strategies, and then we develop a blueprint for success.

Decision-making becomes clear because we use a range of data driven tools to provide answers. We support these answers with visual maps, insightful reports and actionable recommendations that your entire team can embrace.



## Project Management & Consulting

- Customer Profiling
- Market Potential Analysis
- Trade Area Development
- Site Selection
- Sales Territory Design
- Demographic Analysis

## Geographic & Production Services

- Geocoding
- Map Production
- Database Development
- Database Acquisition
- Large-size Map Printing

## Software & Data

- Mapping Software
- Custom Applications
- Demographics & Analytical Data
- Street and Boundary Data

### Simple and smart

Our philosophy couldn't be more straightforward. We make it easier to evaluate your options, easier to reach solid conclusions and easier to communicate your strategy. Which all adds up to a quicker path from Point A to Point B.

We make every effort to go beyond "what's expected"; we treat our clients' businesses as if they were our own. We see ourselves as a business partner, not a vendor, working at all times in your best interest.

### Key service areas

**Customer Profiling** — Understand who your customers are by segmenting them into groups based on attributes such as their location, behavior, purchasing patterns, and demographics.

Customer Profiling serves as a foundation for all marketing and selling activity. It answers the questions: Who are my best customers? Where do I find more of them? And it enables more efficient and effective targeting, marketing, communicating and selling.

**Market Potential Analysis** — Know the market opportunity for your products and services in any geographic area, and how to access that opportunity.

With our market sizing service, you will be able to rank and prioritize markets for business expansion.

**Trade Area Development** — Determine the geographic extent of the area from which your customers come. This will allow you to distribute leads, spot gaps or overlaps in market coverage, and plan direct marketing campaigns

**Site Selection** — Combine the intelligence gained from customer profiling, market potential analysis, and trade area development to choose the optimal locations to expand or consolidate your business to gain maximum market share at a minimum investment.

**Sales Territory Design** — Optimize the number and alignment of your territories to increase productivity, revenues, time with customers, and sales team morale while decreasing SG&A expense and turnover.

### How we achieve results

- We have a team of top-notch analysts with uncommon expertise at getting to the heart of sales productivity challenges — and solving them.
- We use some of the best tools available in the industry to perform our work.
- We transfer findings and knowledge to our clients in the form of fact-based, actionable plans that produce measurable results.