



Case Study

Organization
Miele, Inc.

Location
United States

Industry
Commercial Business/
Manufacturing/Retail

Achieving Maximum Sales Growth

Miele, Inc., is a premium provider of domestic appliances and commercial machines. The organization employs a distribution network in the United States to sell and service its products. To maximize access to Miele products and deliver the highest levels of customer service and availability, the company needs hyperlocal marketplace understanding and the best locations for the company's high-quality products.

Using Esri® Location Analytics solutions, Miele staff members were able to better benchmark and gauge the health and market potential of the company's dealer network. The Esri Business Analyst OnlineSM software enabled Miele to analyze, prepare, and communicate key marketing activities across its dealer network and work collaboratively. This provided enhanced sales across the country—one Orange County, California, Miele dealer achieved a 70 percent growth in sales over the previous year's performance.

The Value of Geography

Location analytics allows businesses to identify local trends, patterns, and opportunities, which enables them to adapt their products and services to local market need and customers' evolving sophistication. With improved understanding of consumer demographics, lifestyles, and needs, companies can ensure they maintain revenue and improve profitability.

"Location analytics has been an important tool to help us navigate the American economy in the last few years. Using Esri technology, we have been able to better analyze patterns and share this information with our dealer network so we can get the needed item to the customer."

Matt Kueny
Senior Business Analyst in Sales,
Miele, Inc.

For more information,
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