

Esri® Business Analyst™

Location Analytics for Market Planning and Site Selection



Powered by ArcGIS®




Reveal the Power of Where

Most business decisions are driven by “where.” Where do my target customers live? Where should I locate my new warehouse or office? Where is my competition? Where can I create new opportunities?

Esri® Business Analyst™ is a scalable system that enables you to answer the where questions. A single solution with robust demographic and business datasets, detailed maps, and advanced spatial analytics, Business Analyst helps you understand lifestyle, purchasing, and consumer spending behaviors. And when combined with your own corporate data, Business Analyst provides you with new insights about your customers, competition, and markets.

With Business Analyst, you can

- Assess where to open, expand, or close locations
- Determine which locations are underperforming
- Define and optimize sales and service territories
- Compare and rank sites
- Identify where to market your products and services
- Segment customers and prospects
- Optimize marketing strategies to effectively reach customers


Measure Cannibalization

Measure Cannibalization Report Prepared By Business Analyst Desktop

Existing Store vs. Competitor's Store

Ratio of the trade areas:
Trade Area Existing Store is 93% as large as trade area Competitor's Store

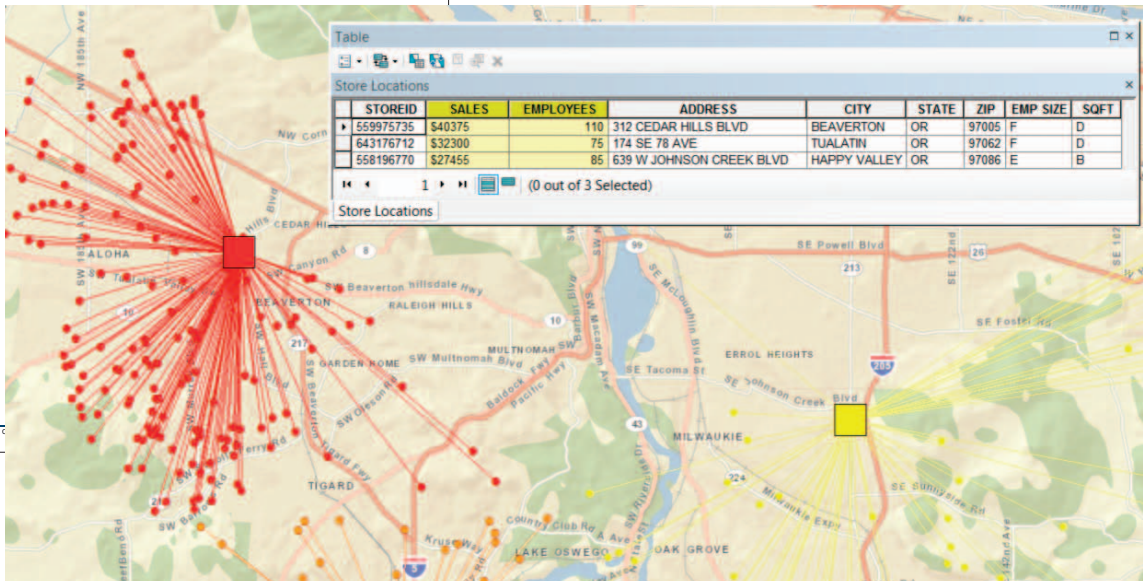
Proportion of areas:
22% of trade areas overlap.

Proportion A:
38 % of trade area Existing Store lies in trade area Competitor's Store

Proportion B:
35 % of trade area Competitor's Store lies in trade area Existing Store

Source: U.S. Census Bureau, ©2010 Esri

Analyze and compare proposed store sites to your existing stores to minimize cannibalization. With wizard-driven workflows, it's easy to generate clear, concise outputs for sharing and to support decision making.




Table

Store Locations

STOREID	SALES	EMPLOYEES	ADDRESS	CITY	STATE	ZIP	EMP SIZE	SQFT
559975735	\$40375	110	312 CEDAR HILLS BLVD	BEAVERTON	OR	97005	F	D
643176712	\$32300	75	174 SE 78 AVE	TUALATIN	OR	97062	F	D
558196770	\$27455	85	639 W JOHNSON CREEK BLVD	HAPPY VALLEY	OR	97086	E	B

(0 out of 3 Selected)

Trade Area Wizard



Choose one of the following methods of creating the Trade Area Tools:

- Append Data
- Find Component Geographies (Sub-geography)
- Determine Trade Area Penetration
- Measure Cannibalization
- Remove Overlap
- Track Trade Area Change

Calculates the amount of overlap between two or more trade areas.

Scale for a Single User or Your Enterprise

With server, desktop, web, and mobile options, Business Analyst can be configured for individual use or to share data, analyses, and insights across your entire organization, including access in the field.

Server

Ideal when analysts need to collaborate, share, and publish location information enterprise-wide; helps eliminate internal silos by allowing the use and sharing of data across an organization.

Desktop

Spatial analytics, visualization, and extensive data that empower analysts to generate custom analyses and reports that also incorporate customer data.

Web

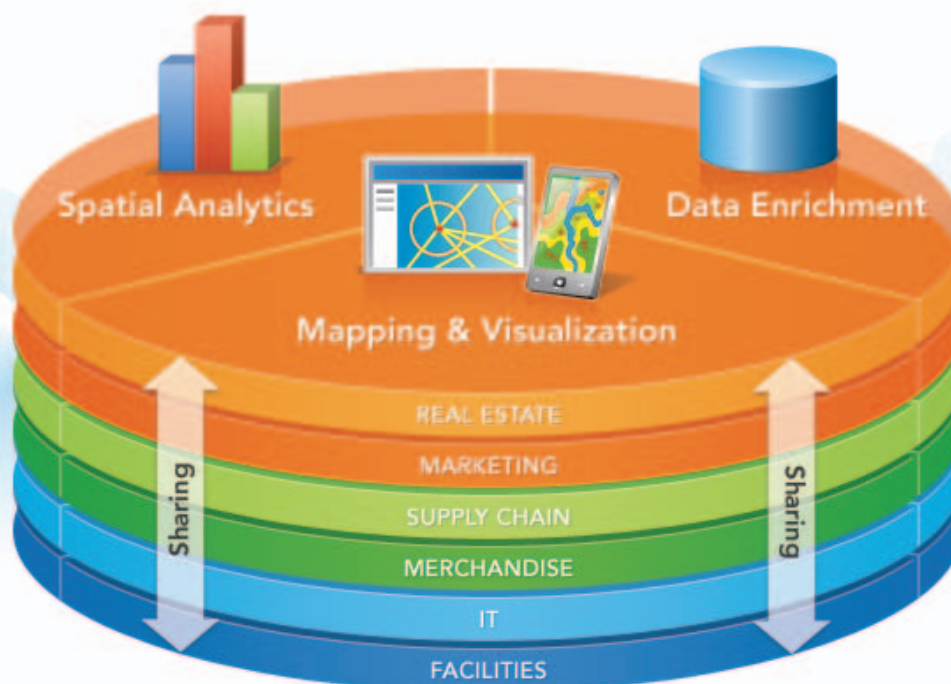
For real estate, retail, and business professionals who generate maps, site analyses, and reports on local area demographics, competition, consumer lifestyles, and buying behavior.

Mobile

Provides anywhere access to location and demographic data, reports, and maps using a smartphone or tablet.

APIs

Enable web developers to build custom web, desktop, and mobile applications for mapping and location analysis.



Find out more at esri.com/ba.

Business Analyst Server

Business Analyst Server enables your organization to manage, share, and publish critical location-related information across the enterprise. Built on a standard IT stack, Business Analyst Server integrates easily with your existing business intelligence (BI), customer relationship management (CRM), financial, supply chain management, and other enterprise systems. It also helps standardize workflows and out-of-the-box web applications for location analytics.

Business Analyst Server

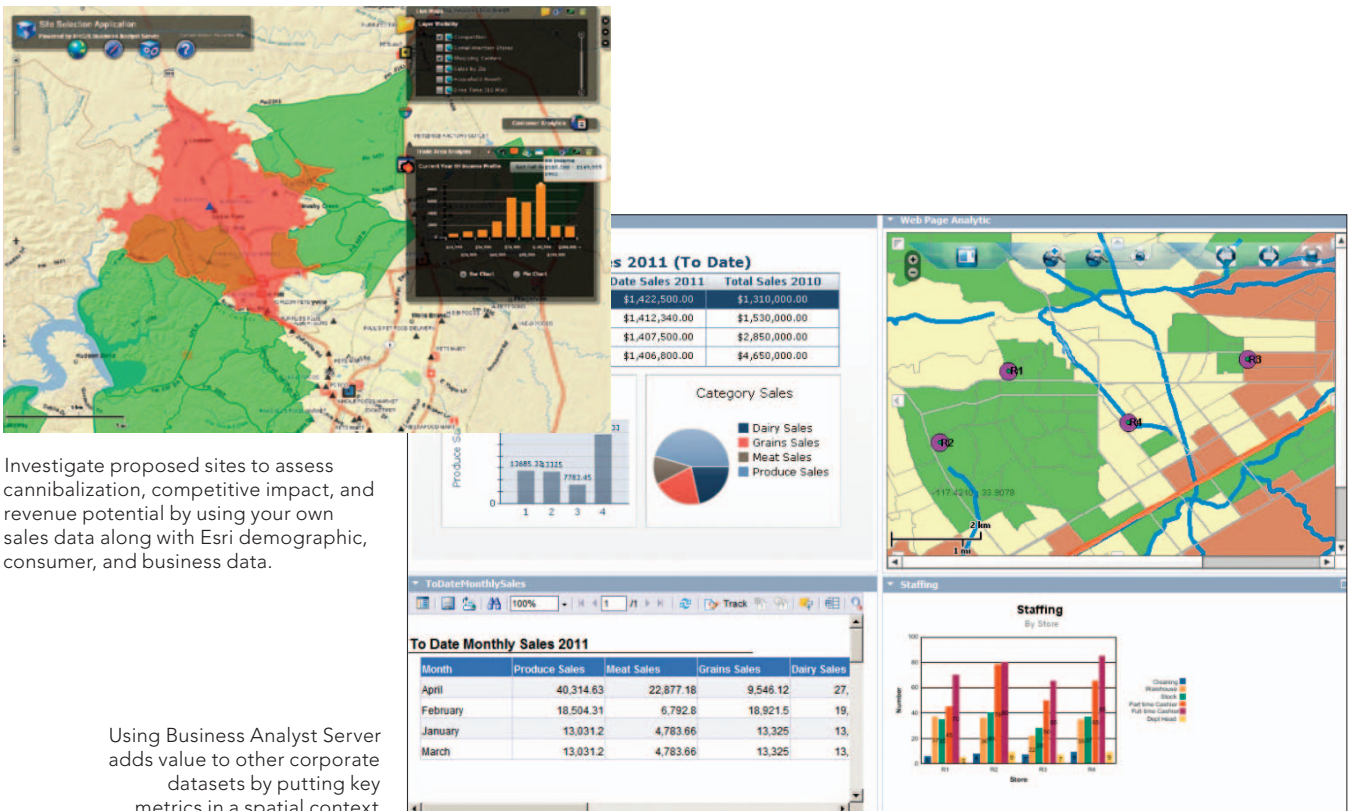
- Provides browser-based access to location-based analyses, queries, reports
- Includes prebuilt workflow templates and capabilities for building custom templates
- Supports cross-platform deployment
- Can be integrated with other business applications
- Reduces software deployment and maintenance costs

Business Analyst Online API

With this web API, you can embed customized reports, maps, and analyses into your own website or build applications for your specific reporting needs.

Seven of the top 10 US retailers use Business Analyst to help corporate decision makers and regional management:

- Determine where to open or close stores or change their footprint
- Compare costs and projected ROI for different locations
- Assess cannibalization
- Evaluate the impact of competitors
- Monitor sales and key store metrics
- Identify underperforming locations



For more information, go to esri.com/baserver.

Business Analyst Desktop

Business Analyst Desktop is the must-have tool for professional analysts who need to understand customers and markets, perform detailed site analyses, assess store network performance, analyze cannibalization, and optimize trade areas or territories.

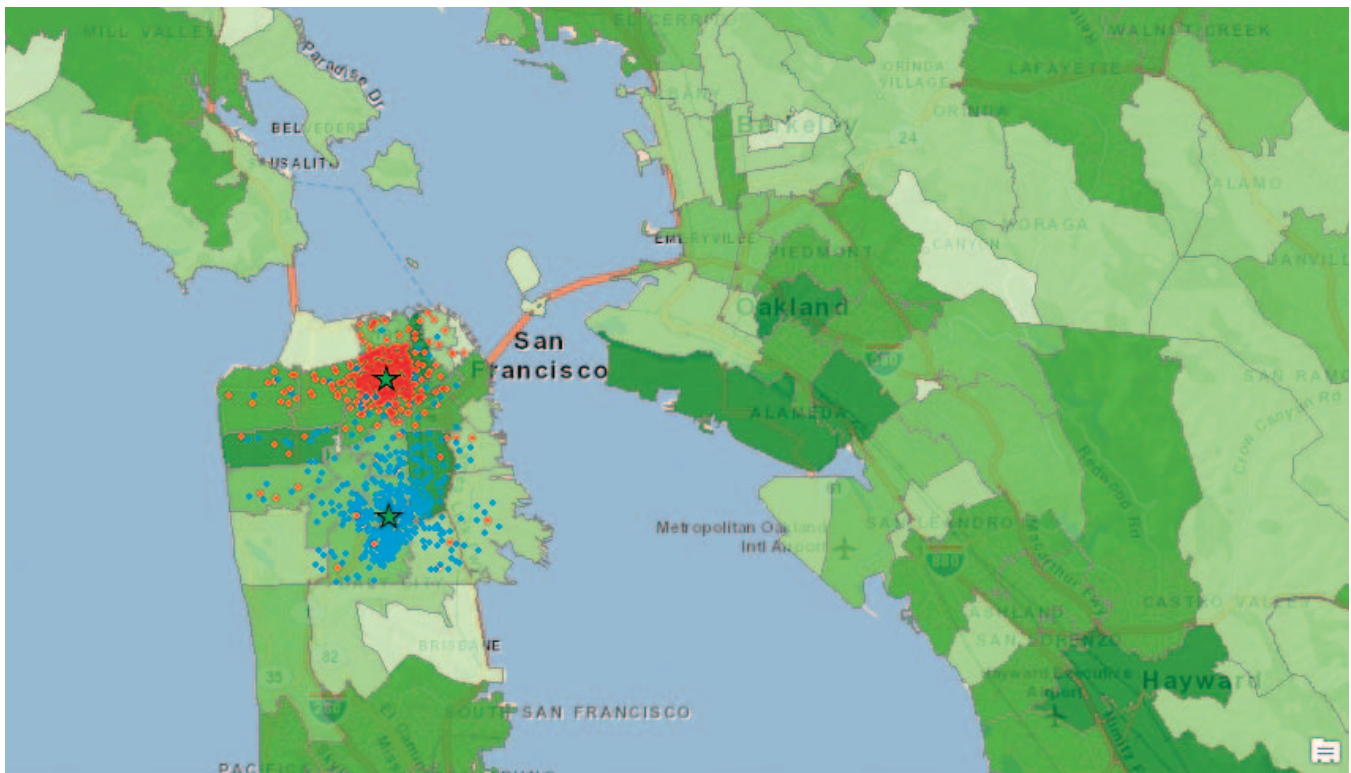
The software comes with workflow tools and wizards for standard analyses to help you explore different scenarios that improve understanding and decision making. Business Analyst Desktop also provides all the tools needed to develop customer models for advanced location analysis.

Business Analyst Add-In

Users of Esri's ArcGIS® for Desktop can access Business Analyst demographic, consumer spending, segmentation, and business data through the Business Analyst Online™ (BAO™) Reports Add-in.

A regional bank identifies profitable customers and then finds more like them.

An analyst for a regional bank generated a Tapestry™ lifestyle segmentation profile of existing customers for two successful branches. Because Tapestry data is tied to geography, the analyst then used this data to find ZIP Codes of areas with similar lifestyle segmentation for a targeted marketing campaign.



A regional bank uses Tapestry segmentation to classify existing customers, then searches for other areas containing similar potential customers.

To learn more, visit esri.com/badesktop.

Business Analyst Online

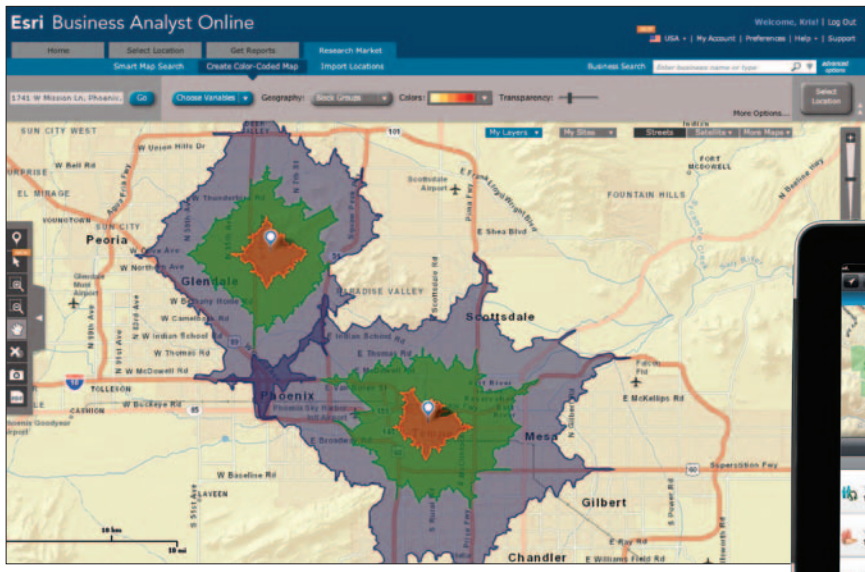
Use Business Analyst Online for fast web access to reports, maps, and analyses of specific locations. For the United States, BAO provides up to 50 preformatted standard reports and includes up to 5,800 demographic, consumer, and business data variables. A subscription to BAO is included with every Business Analyst Desktop and Server purchase. Subscriptions for countries other than the United States are also available.

Tablet and Smartphone Access

Download free applications to access your BAO subscription from any iOS or Android device. This makes it easy for employees and agents in the field to access reports and comparisons while on-site or in meetings with clients. If they are using BAO with Business Analyst Server, they can also input new data and photos from the field.

A developer assesses supply and demand in the field.
Using the BAO application, a developer can easily compare sites and generate detailed reports on demographics, spending, and consumer preferences, as well as surplus and leakage for proposed sites, while out in the field.

		Demand	Supply	Retail Gap	Leakage/Factor
		(Retail Potential)	(Retail Sales)		
cupertino 1 Infinite Loop, Cupertino, CA, 95014 Ring: 3 mile radius		\$4,301,177,778	\$2,460,194,969	\$1,840,982,809	27.2
Total Retail Trade		\$4,301,177,778	\$2,460,194,969	\$1,840,982,809	27.1
Total Food & Beverage		\$642,264,210	\$363,039,072	\$279,225,138	27.8
Total Retail Trade		\$4,301,177,778	\$2,460,194,969	\$1,840,982,809	27.1
Total Food & Beverage		\$642,264,210	\$363,039,072	\$279,225,138	27.8
Total Retail Trade		\$4,301,177,778	\$2,460,194,969	\$1,840,982,809	27.1
Total Food & Beverage		\$642,264,210	\$363,039,072	\$279,225,138	27.8



In a single view, BAO shows key facts such as net worth, lifestyle segments, media use, and spending.



To learn more or get a free trial, go to esri.com/bao.

Esri US Data and Tapestry Segmentation

U.S. Data

All Business Analyst components are bundled with extensive, industry-leading data and imagery.

Updated Demographics

Get detailed census, current-year estimates, and five-year projections of US population, household, income, age, race, and more. Esri's demographic projections were proven most accurate in an independent study.

Tapestry Segmentation

Esri's segmentation system classifies US neighborhoods into 65 distinctive segments based on demographic, consumer behavior, and socioeconomic factors.

Consumer Spending and Market Potential

Identify opportunities using current year total and average spending for retail overall, apparel, entertainment, food, home improvement, insurance, banking, and more. Also learn about consumer lifestyles, preferences, and interests.

Business Locations and Business Summary

This database provides company name, location, sales, number of employees, and SIC/NAICS classification for more than 12 million US businesses.

Supply and Demand

Understand surplus and leakage in a given area based on consumer spending vs. availability of various goods and services.

Major Shopping Centers

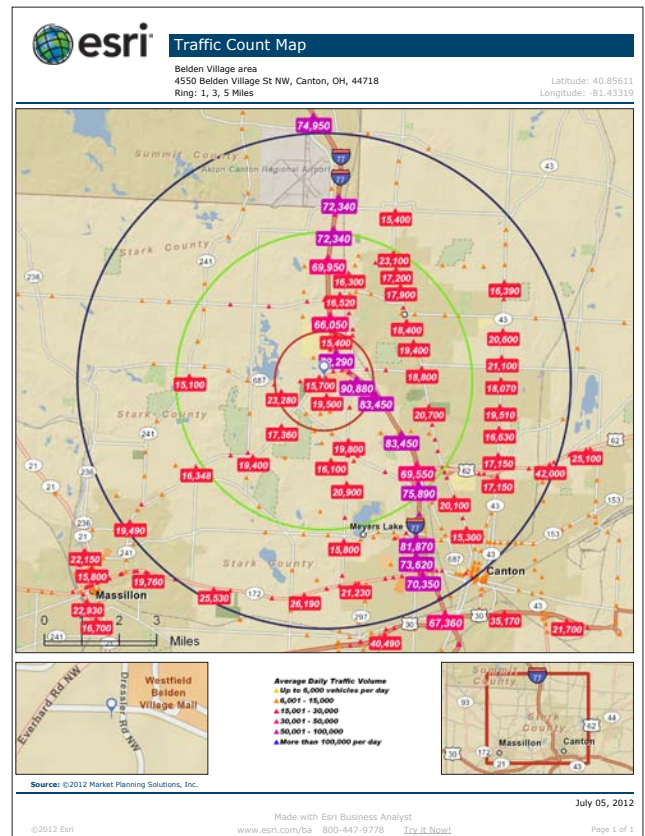
Access location, size, design, anchor stores, and other critical information for US shopping centers with gross leasable area (GLA) exceeding 225,000 square feet.

Street Data

Access high-quality street data for maps, routing, and drive-time analyses.

Aerial/Satellite Imagery

With high-resolution imagery, you get a real-world view of your project locations.



Access detailed daily traffic counts when selecting and comparing sites.

International Data

Business Analyst and Esri data for countries outside the United States is used by many large multinational corporations. Support location analysis and expansion in your global markets with Esri demographic, consumer spending, shopping center, and other data for many international markets.

Learn more at esri.com/esridata.



Understanding our world.

Esri inspires and enables people to positively impact their future through a deeper, geographic understanding of the changing world around them.

Governments, industry leaders, academics, and nongovernmental organizations trust us to connect them with the analytic knowledge they need to make the critical decisions that shape the planet. For more than 40 years, Esri has cultivated collaborative relationships with partners who share our commitment to solving earth's most pressing challenges with geographic expertise and rational resolve. Today, we believe that geography is at the heart of a more resilient and sustainable future. Creating responsible products and solutions drives our passion for improving quality of life everywhere.



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