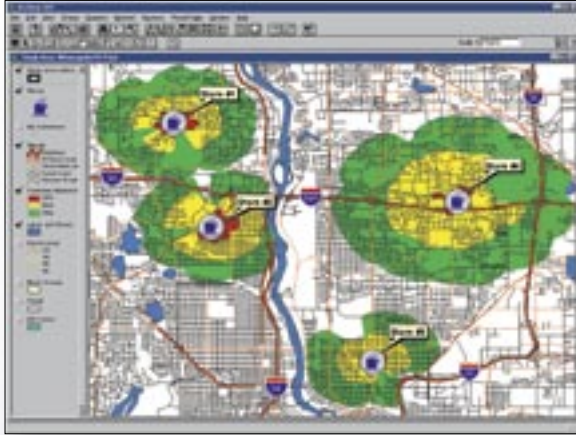# GIS Solutions for Retail

Understand Your Business From a New Perspective

ESRI

GIS: Visualize, Analyze, and Leverage Your Data

ESRI gives business professionals better tools to visualize, analyze, and leverage their business data in order to improve efficiency and decision making.

GIS, a Tool That Means Business

Approximately 80 percent of all business data are related to location. Businesses manage a world of information about sales, customers, inventory, demographic profiles, mailing lists, and so much more. No matter what industry you are in, business success means making wiser decisions faster than your competition. Being able to understand the market and obtain information quickly so you can take fast action is key. The intuitive power of maps often reveals trends, patterns, and opportunities that may not be detected in tabular data alone. Maps are the key to success in business.
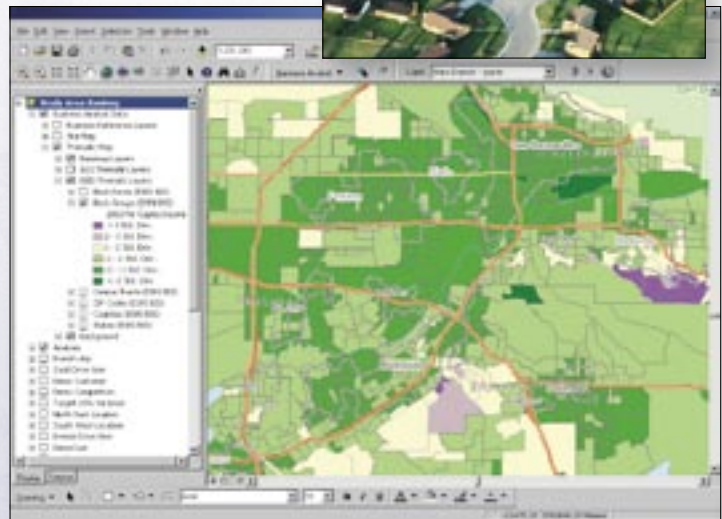
GIS by ESRI™

Geographic information systems (GIS) software is a tool for making maps, analyzing data, and reporting your results. Since 1969, ESRI has been helping people solve real-world geographic and business problems. Today more than 100,000 organizations around the world use ESRI's leading edge technology to manage location information. By visualizing their information, businesses and government agencies have a better way to organize and visualize their data for improved communications and enhanced decision making.

A GIS uses computers, software, and data to leverage the fundamental principle of geography—that location is important to business. GIS takes the numbers and data from the rows and columns in databases and spreadsheets and puts them on a map. Placing your data on a map highlights where you have customers around your store locations and identifies what their demographic profile is. It allows you to view, understand, question, interpret, analyze, and visualize your data in ways simply not possible in rows and columns of a spreadsheet.


www.esri.com/retail

Advances in technology are rewriting the rules of the game in increasingly rapid cycles. ESRI believes that the future success of retail, real estate, and restaurants will be determined to a large degree by the competitive advantages of investing in and implementing smart technology. GIS is one of the smart technologies that will give you this competitive advantage. It is encouraging to see our users take the lead in implementing smart GIS technology on projects that will bring value to their organization and improve their bottom line. GIS adds spatial intelligence, the one true source of sustainable competitive advantage, to your organization.

In today's fiercely competitive environment, retailers must use every advantage to acquire and retain customers, plan market expansion and contraction, locate profitable sites, stay abreast of changing consumer tastes, and act faster than the competition. To help companies achieve these goals, ESRI believes in a basic principle that has guided our company for more than 30 years—Geography Matters™.

Geography fundamentally influences and connects culture, business, society, and lifestyle. Geography answers many business and marketing queries. We are committed to the idea that tools that leverage geography, such as GIS, are smart for business and should become as common in business as back-office accounting systems. ESRI can help your company achieve even greater productivity through the implementation of these tools.
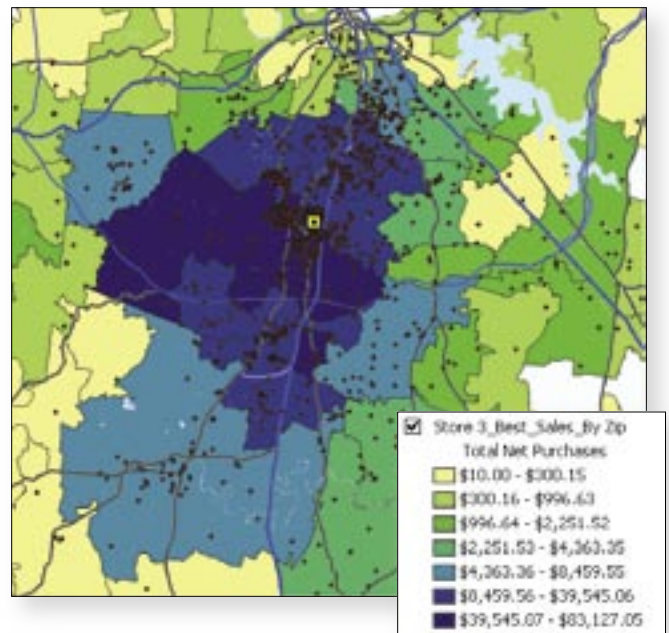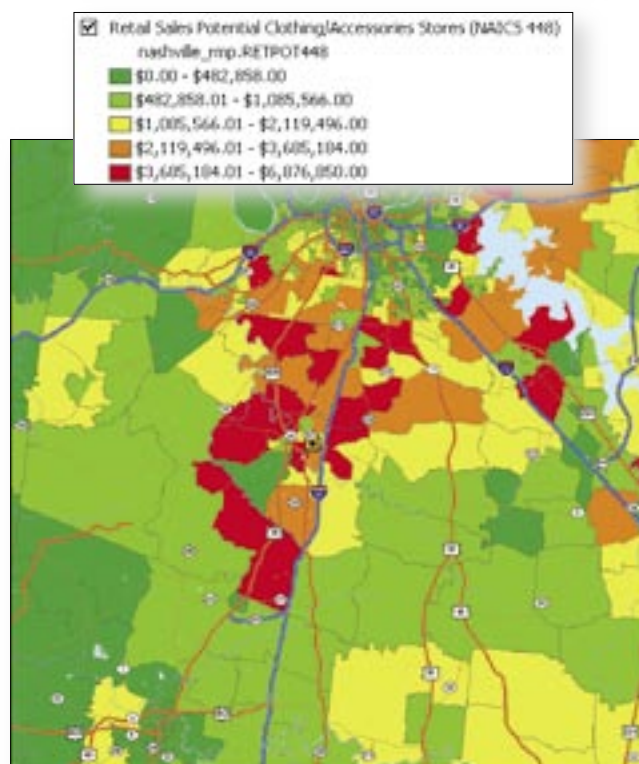
ESRI has the data, technology, Web services, and infrastructure to support retailers in the implementation of solutions that foster growth. We develop applications that will precisely mine customer information. ESRI Business Information Solutions (ESRI BIS™) demographic, segmentation, and third party data sets reveal trends and untapped opportunities, then integrate these sources into an enterprise platform consisting of mobile, desktop, and Web services technology. Our solutions are affordable and scalable and reduce costs by enabling departments to share data and applications. IT departments will save time and increase productivity by maintaining a single software platform and one set of data. Our software technology also reaches across your organization to embed real-time, live transaction data stored in your data warehouses or just in a Microsoft® Access database. Our solutions grow as your business grows.

Part of our credo is that the human factor should figure prominently into every successful technology conversion. ESRI's teams of dedicated experts carefully guide our clients through every stage of systems creation—from inspiration, invention, integration, and implementation to a successful conclusion. We take great pride in fostering long-term relationships with our clients. Our staff members always go the extra mile to resolve issues, answer questions, or just be there for our clients. Your success is our success.

Map Your Way to Business Success!

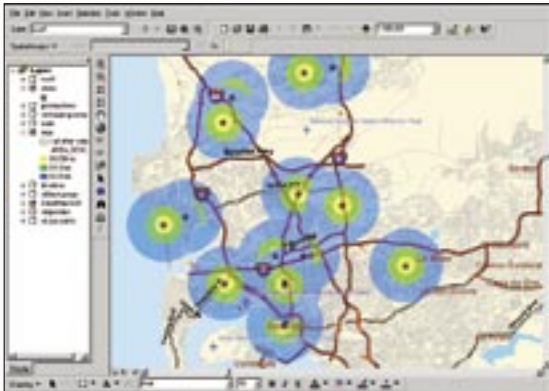*GIS can be applied to many aspects of retail business, here is a sample of some relevant business applications.*

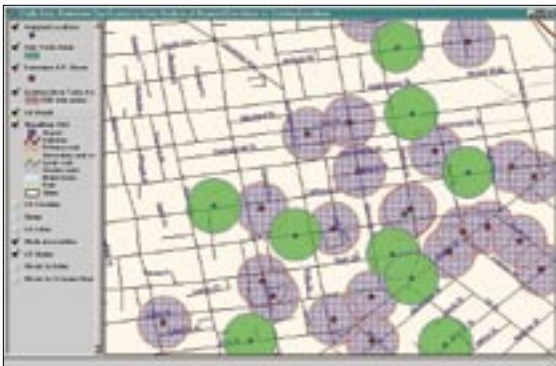## Real Estate/Store Development Applications

Demographic Analysis

Demographic analysis is the basis for many other business functions: customer service, site analysis, and marketing. Understanding your customers and their socioeconomic and purchasing behavior is essential to making good business decisions.

Trade Area Analysis

Geography is critical to the commercial real estate market. A less than optimal business location can make or break a business, no matter how good the service or product

Demographic Analysis


Site Selection

Trade Area Analysis

Competitive Market Analysis

Losing customers to the competition costs you money. Knowing the types of products, promotions, and services that will attract profitable customers in your trade area can help create customer loyalty and prevent cannibalization.

Site Selection

GIS can help you find the right site for your next store, distribution center, or service department. With GIS, you can blend customer surveys with census data to visualize market penetration, market share, and trade areas. When markets change, GIS can help you plan exit strategies and asset disposal.

Competitive Market Analysis
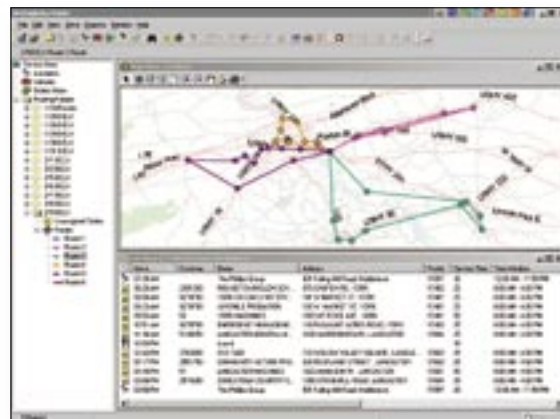
Supply Chain Operations Applications

Delivery Routing/Fleet Management

GIS integrates mapping analysis into decision support for everything from calculated arrival times to customer sites and schedule requests.

Delivery Routing/Fleet Management

Marketing/Advertising Applications

Marketing/Advertising

What works in Atlanta might not always work in Seattle. GIS market analysis tools can help you determine which products and promotions match the lifestyles and buying patterns of your customers. Create a multidimensional snapshot of trends to create trade areas, predict sales, design sales territories, plan media, and much more.

Target Marketing/Direct Mail

Knowing and understanding your customers' likes and dislikes are integral to the success of a direct mail campaign. GIS enables you to identify who your most valuable customers are, understand their demographic characteristics, measure their direct mail response by product category or promotion, and target where new customers with similar demographic characteristics are located.

IT/IS Department Applications

Internet Store Locator

Prospective customers visiting your Web site can display maps and get driving directions to your various store locations. Gain more flexibility in your Internet map publishing process.

Marketing/Advertising

Target Marketing/Direct Mail

Facilities Management Applications
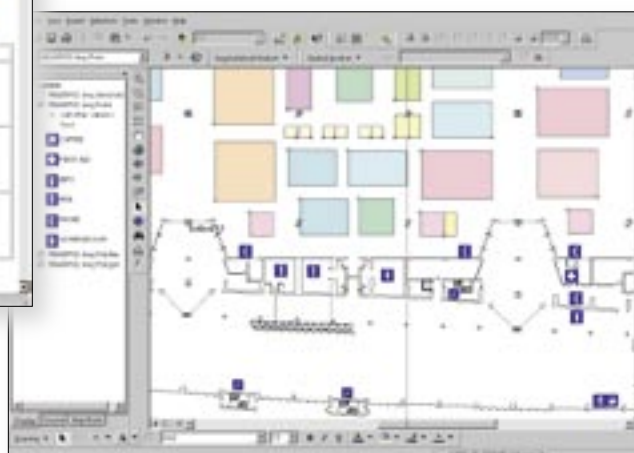
Facilities Management

Facilities management is the practice of coordinating the physical workplace with the people and work of an organization. Businesses know that it is vital to maintain a well-managed and efficient facility. GIS enhances the ability to provide current information and maps, locating facilities, such as conference rooms, restrooms, and emergency exits, within an organization.

Internet Store Locator

Facilities Management

IT/IS Department	**Real Estate/ Store Development**	**Marketing/ Advertising**	**Merchandising**

IT/IS Department

- Web-based store locator
- Manage spatial data
- Integrate with corporate databases
- Spatially enable all departments
- Facilitate spatial data sharing and exchange
- Enterprise mapping and analysis

Real Estate/ Store Development

- Evaluate sites
- Analyze your competition
- Profile customers
- Manage store portfolio
- Define traffic patterns
- Evaluate market potential
- Analyze trade areas
- Forecast and model sales

Marketing/ Advertising

- Evaluate advertising effectiveness
- Focus advertising campaigns
- Define targets
- Analyze markets
- Develop target promotions and campaigns
- Geocode customers
- Understand customer spending

Merchandising

- Rank store locations by type and merchandise mix
- Analyze market demographics
- Evaluate cross sell and up sell opportunities
- Analyze trade area
- Segment customers by lifestyle and product category
- Model store customer databases

Peet's Coffee & Tea, Inc., Utilizes RouteMAP IMS for Both Customers and Resellers

Peet's Coffee & Tea, Inc., a specialty coffee roaster and marketer, utilizes ESRI® RouteMAP™ Internet Map Server (IMS) in conjunction with its commercial Web site at www.peets.com. "We were looking for a cost-effective solution that provides customers with fast and efficient directions," says Melissa West, Webmaster at Peet's Coffee & Tea. "We also wanted to be able to keep the content as fresh and up-to-date as possible. As Peet's continues to expand its distribution through new retail locations and partnerships with grocery stores and food service outlets nationwide, it is important that our customers know how accessible and convenient it has become to find and buy our products. This program has worked out very well."
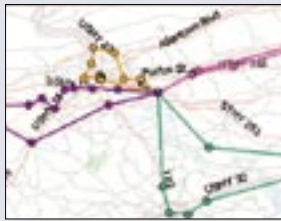
Your Organization

Retail Operations

- District/Zone map changes

- Analyze markets

- Penetrate markets

- Profile customers

- Forecast market potential

- Score and predict consumer buying behavior

- Integrate in-store, catalog, and Internet market analyses

Supply Chain Operations

- Locate distribution centers (DC)

- Deliver and route from DC to store locations

- Reduce product cycle time

- Enable just-in-time scheduling

- Minimize overtime

- Schedule and manage your fleet

- Provide dispatcher summary reports

Facilities Management

- Map headquarters

- Map departmental areas/zones

- Map and locate
  - Restrooms
  - Emergency exits
  - Fire extinguishers
  - Conference rooms
  - Public telephones
  - Stairs
  - Elevators
  - Parking
  - Printers
  - Copiers

Geography Matters to Coinstar

GIS is used for a vast array of business applications. Coinstar today maintains two GIS staff members who perform analyses for several departments across the enterprise including marketing research and analysis, retail account development (sales), coin services, field operations, installations, and finance. "We've seen a number of benefits including more informed planning and decision making, optimized allocation of resources, and improved performance," says Bill Gottlieb, Marketing Research & Metrics director at Coinstar. "GIS has proven itself over and over again as a technological tool for many facets of our business. It's more than just computer mapping. It's real data integration, analysis, and visualization."

ESRI® GIS solutions can help you make better decisions, save money, and provide better customer service. No other company offers a complete suite of software programs that meets the needs of all departments within your organization. ESRI has combined its GIS software with industry specific data and functionality to create a complete solution for your business needs.

ArcGIS Business Analyst

ArcGIS® Business Analyst is a unique set of tools and data designed specifically for business applications. It allows you to analyze markets and customers, see trends and patterns on maps, and generate comprehensive demographic reports. The software has an easy-to-use wizard interface that guides you through complex business tasks. Because the data and analysis procedures are built in, you can focus on results rather than the details of the underlying technology.

Community Coder

This geocoding software appends geographic coordinates and data variables to each record in a customer file singly or in batch mode for more targeted messaging and better customer and prospect identification.
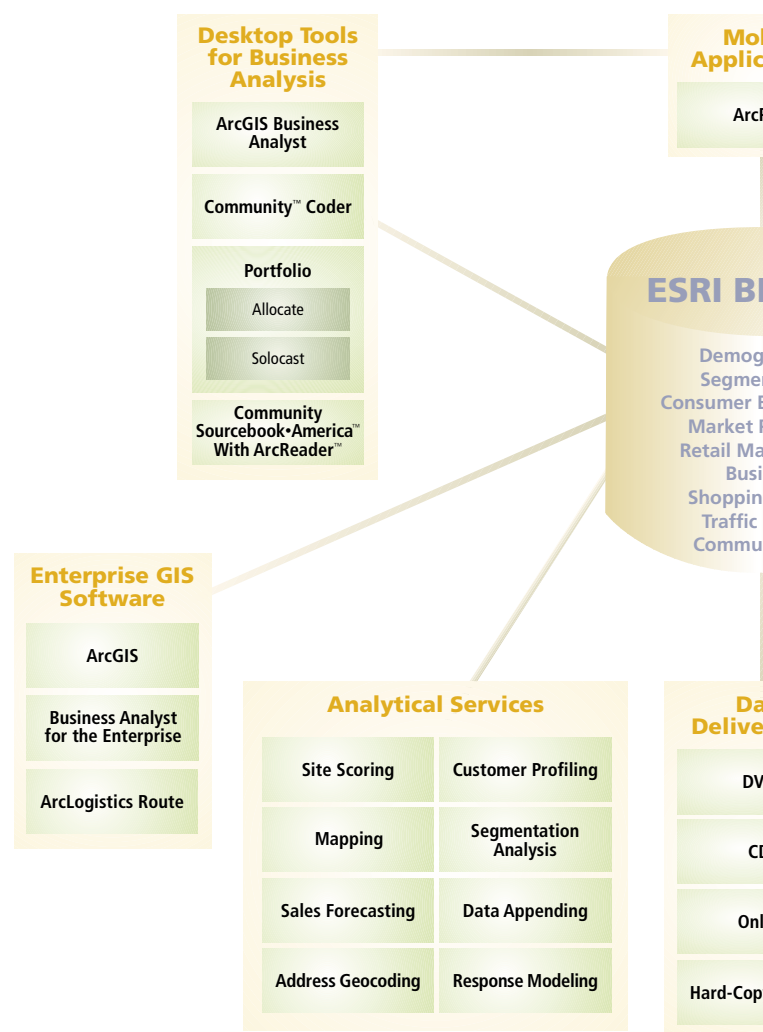
Portfolio

ESRI BIS Portfolio software combines the most current ESRI BIS data with Allocate data compression and/or Solocast segmentation to help you run reports, make maps, build customer profiles, and perform other marketing applications right from your PC desktop.

The seamless integration of Allocate and Solocast software and data components permits them to be used together or separately.
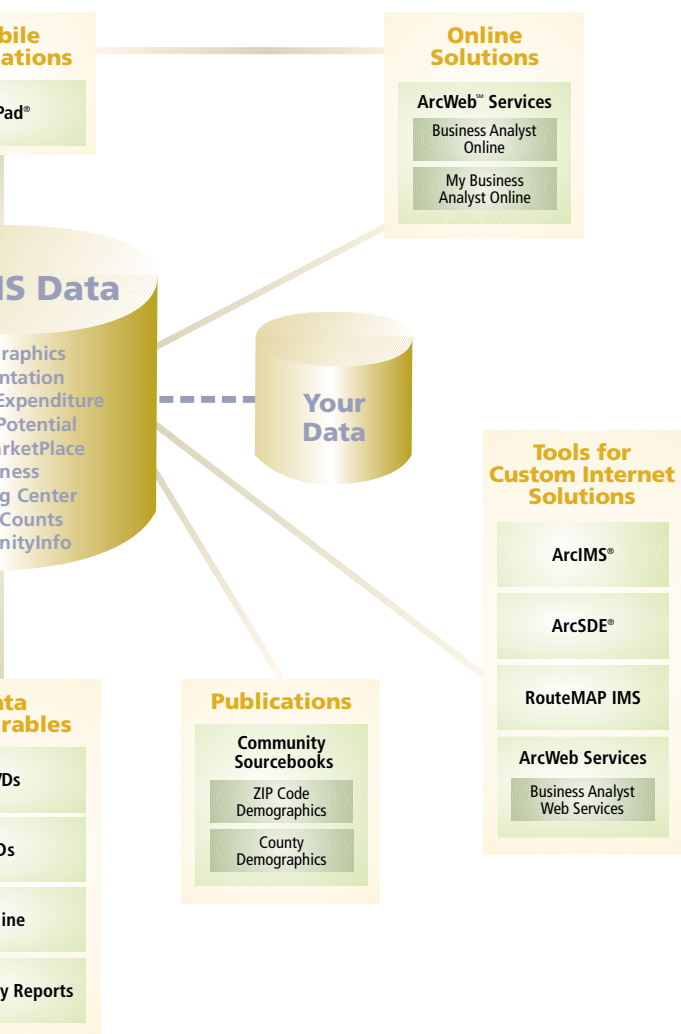
ArcLogistics Route

ArcLogistics™ Route is a stand-alone end user application designed to solve vehicle routing and scheduling problems, enabling you to create and manage sets of routes for your fleets of vehicles. Logistics professionals use ArcLogistics Route to geocode stops; optimize routes and schedules; and output maps, directions, and reports. ArcLogistics Route assigns customers to vehicles and determines the optimal stop sequences to minimize costs and honor time windows. Routes are built based on actual network drive times (not straight-line distances).

Desktop Tools for Business Analysis

- **ArcGIS Business Analyst**
- **Community™ Coder**
- **Portfolio**
  - Allocate
  - Solocast
- **Community Sourcebook•America™ With ArcReader™**

Mol Applic

- Arc

ESRI BI

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Enterprise GIS Software

- **ArcGIS**
- **Business Analyst for the Enterprise**
- **ArcLogistics Route**

Analytical Services

Site Scoring	Customer Profiling
Mapping	Segmentation Analysis
Sales Forecasting	Data Appending
Address Geocoding	Response Modeling

Da Delive

- DV
- CD
- Onl
- Hard-Cop

"There was a great deal of work involved in customizing the site the way ExxonMobil wanted it. We performed extensive customization for the search criteria, since we wanted to give users a lot of flexibility based on the feedback we received. We looked at a number of solutions quite rigorously, and we really liked the ESRI software."

Jack Brown, President, Web Marketing
Consultant to ExxonMobil

Diagram labels (left, partially cut off)

bile ...ations
- ...Pad®

Online Solutions
- **ArcWeb℠ Services**
  - Business Analyst Online
  - My Business Analyst Online

...IS Data
- ...raphics
- ...ntation
- ...Expenditure
- ...Potential
- ...rketPlace
- ...ness
- ...g Center
- ...Counts
- ...nityInfo

Your Data

Tools for Custom Internet Solutions
- **ArcIMS®**
- **ArcSDE®**
- **RouteMAP IMS**
- **ArcWeb Services**
  - Business Analyst Web Services

...ta ...rables
- ...Ds
- ...Ds
- ...ine
- ...y Reports

Publications
- **Community Sourcebooks**
  - ZIP Code Demographics
  - County Demographics

ESRI BIS software and Web services solutions—from desktop to enterprise—let you harness the power of accurate, comprehensive data for reports, maps, and analyses that solve your research and marketing needs.

Business Analyst Online

Access ESRI BIS data and mapping instantly from Business Analyst Online either à la carte or via flexible subscription plans. Interactive features, such as project saving, thematic mapping, hand drawn polygons, and presentation quality output, will increase your organization's efficiencies.

My Business Analyst Online

My Business Analyst Online allows you the use of the ESRI BIS Web site data reporting and mapping capabilities customized with your organization's look and feel to share across your organization.

Web Services

Use Business Analyst Web services to empower your desktop and Web applications with leading edge GIS technology and extensive business, demographic, and consumer household data.

RouteMAP IMS

RouteMAP™ IMS is an affordable out-of-the-box Internet map server that helps companies add mapping and routing capabilities to their Web sites. RouteMAP IMS is software that resides on your server, allowing you to change, edit, and serve an unlimited number of maps and routes, while giving you total control of content and the user interface. RouteMAP IMS enables you to generate more business activity for your company by allowing prospective customers visiting your Web site to display maps and get driving directions to your various business locations.

Community Sourcebook•America With ArcReader

This CD–ROM combines demographic data from the *Community Sourcebook of ZIP Code Demographics* and the *Community Sourcebook of County Demographics* with proprietary query, sort, and report software. ESRI's ArcReader software allows you to easily view, explore, display, and print maps.

The following industries benefit from ESRI BIS' products, services, and solutions.

- Retail
- Real Estate
- Restaurants
- Media and Agencies
- Financial and Insurance
- Utilities and Telecommunications
- Health Care
- Nonprofits
- Entertainment
- Federal, State, and Local Government

ESRI BIS Data

The ESRI BIS team of expert data developers uses proven methodologies to carefully review and verify all data products. Users can depend on accurate and timely data updates and delivery from ESRI BIS. Data is available in a variety of deliverables including DVD, CD, hard-copy reports, printed books, and online. ESRI BIS data seamlessly integrates into software products and is available through project work, by license, and on the ESRI BIS Web site.

Databases

ESRI BIS provides an extensive range of data to fit the needs of users in any organization.

Demographics: ESRI BIS demographic data includes current-year estimates and five-year forecasts. For a complete list of the ESRI BIS demographic variables, please refer to Electronic America, the online data catalog, at www.esribis.com/data.

Segmentation: The Community Tapestry™ segmentation system provides an accurate, detailed description of America's neighborhoods. U.S. residential areas are divided into 65 segments based on their socioeconomic and demographic composition. With Tapestry you can profile consumers based on standard geographic areas, user-defined areas, customer addresses, or site locations.

Consumer Expenditure: This comprehensive database, developed by ESRI BIS, is based on a combination of the latest Consumer Expenditure Surveys (CEX) from the Bureau of Labor Statistics. Data is reported by product or service and includes total expenditures, average spending per household, and a Spending Potential Index (SPI).

Market Potential: The ESRI BIS Market Potential database includes data for goods, services, attitudes, and activities collected from Mediamark Research, Inc. The database projects the expected number of consumers and provides Market Potential Indices (MPI).

Retail MarketPlace: This database enables businesses to analyze both supply (retail sales) and demand (consumer spending or retail potential) for retail trade and food services and drinking establishments. In addition, the leakage/surplus estimate in this database allows users to compare consumer spending by households to retail sales by businesses and quickly analyze the potential of future sites.

Business: ESRI BIS' business data is extracted from a comprehensive list of businesses licensed from infoUSA, Inc. The business list contains data on more than 11 million U.S. businesses including name and location, franchise code, industrial classification code, number of employees, and sales.

Shopping Center: ESRI BIS offers two options for shopping center information—National Research Bureau and Directory of Major Malls. The National Research Bureau (NRB) database provides accurate, complete, and current data for all shopping centers with three or more stores regardless of gross leasable area (GLA). The database includes more than 40,000 centers of every size and type. The Directory of Major Malls (DMM) database includes information about shopping centers with a GLA of 250,000 square feet or more.

Traffic Counts: ESRI BIS' traffic count data comes from MPSI/DataMetrix and provides the most current and extensive U.S. traffic data for trade analysis, routing, or mathematical modeling.

Data Packages

Industry specific data packages from ESRI BIS help businesses and agencies better understand their markets and constituencies.

CommunityInfo: CommunityInfo™-related data tables include current information about the people, workers, and spending patterns by community. Designed to help government agencies, organizations, and businesses better understand their market area and constituencies, CommunityInfo's nine industry specific packages are easily integrated into ArcGIS technology. CommunityInfo data is available for economic development, education, financial services, health and human services, homeland security, insurance, retail, restaurants, and census.
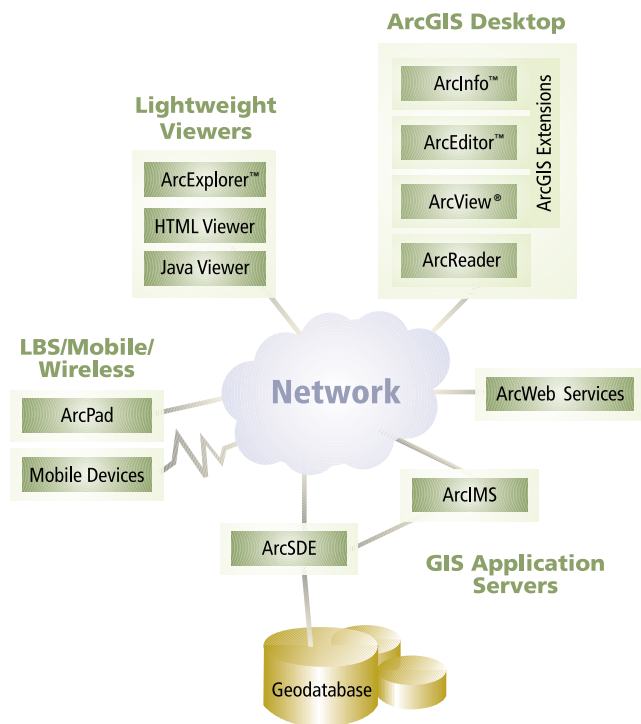
Sourcebooks: The ESRI BIS ZIP Code and county sourcebooks are the definitive demographic data reference tools used by companies, public agencies, universities, and public libraries for quick and easy demographic research. The *Community Sourcebook of ZIP Code Demographics* and the *Community Sourcebook of County Demographics* contain four pages of demographic data for every U.S. ZIP Code and county, respectively, arranged in an easy-to-read format along with methodology statements, maps, and other important reference information.
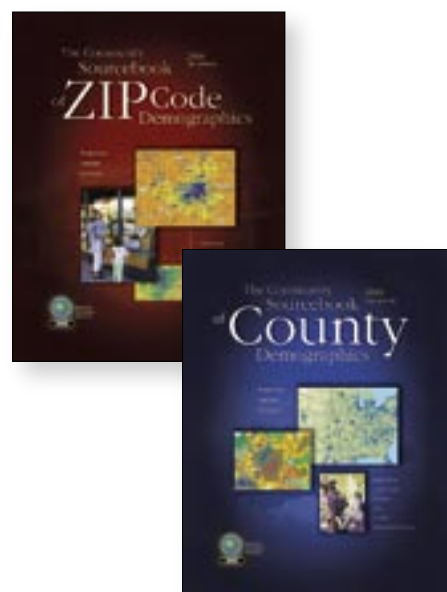
www.esribis.com/data

ESRI GIS Software

ESRI offers a total range of software solutions for every company, from the one-person entrepreneur using a PC to the most advanced corporate enterprise environment. Used by more organizations than all other GIS software combined, ESRI is the world leader in GIS technology. The following ESRI software programs have been designed especially for business.

ArcGIS Desktop

- ArcInfo™
- ArcEditor™
- ArcView®
- ArcReader

ArcGIS Extensions

Lightweight Viewers

- ArcExplorer™
- HTML Viewer
- Java Viewer

LBS/Mobile/ Wireless

- ArcPad
- Mobile Devices

Network

- ArcWeb Services
- ArcIMS
- ArcSDE

GIS Application Servers

Geodatabase

ArcGIS

ArcGIS is used for the creation, management, integration, analysis, display, and dissemination of spatial data. Strong visualization, editing, and analysis, along with advanced data management, distinguish the ArcGIS software family as the leading GIS software.

Users can deploy multiple ArcGIS client (ArcView, ArcEditor, ArcInfo) seats, ArcGIS servers (ArcSDE and ArcIMS), and mobile technology (ArcPad) to meet their needs for scalable GIS solutions.

ArcView, ArcEditor, and ArcInfo

ArcView, ArcEditor, and ArcInfo are collectively known as ArcGIS Desktop. ArcGIS Desktop provides a scalable system for data visualization, query, analysis, and management along with the ability to create and edit geographic data.

ArcIMS

ArcIMS software is the foundation for distributing GIS data and applications on the Internet. By providing a common platform for exchanging and sharing GIS resources, ArcIMS provides unique opportunities to leverage data from within the organization and to integrate information from other agencies.

ArcSDE

ArcSDE is an application server that facilitates storing and managing spatial data in a relational database management system. ArcSDE allows you to openly manage spatial data in one of four commercial databases (IBM® DB2® and Informix®, Microsoft SQL Server™, and Oracle®) and to serve ESRI's file-based data. ArcSDE plays a fundamental role in a multiuser GIS and delivers spatial data to desktop, Web-based, and mobile client applications.

ArcPad

ArcPad software is a mobile geographic information system technology. ArcPad provides database access, mapping, GIS, and global positioning system (GPS) integration out in the field via handheld and mobile devices. Data collection with ArcPad is fast and easy and significantly improved with immediate data validation and availability.

ArcWeb Services

ArcWeb Services are ESRI's family of hosted GIS Web services. They offer a way to provide GIS content and capabilities for your applications without having to host the data or develop the necessary tools. The result is significant savings of time, expense, and computer resources.

For more than 30 years ESRI has been helping people manage and analyze geographic information. ESRI offers a framework for implementing GIS technology in any organization with a seamless link from personal GIS on the desktop to enterprisewide GIS client/server and data management systems. ESRI GIS solutions are flexible and can be customized to meet the needs of our users. ESRI is a full-service GIS company, ready to help you begin, grow, and build success with GIS.

ESRI Corporate

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Telephone: 909-793-2853
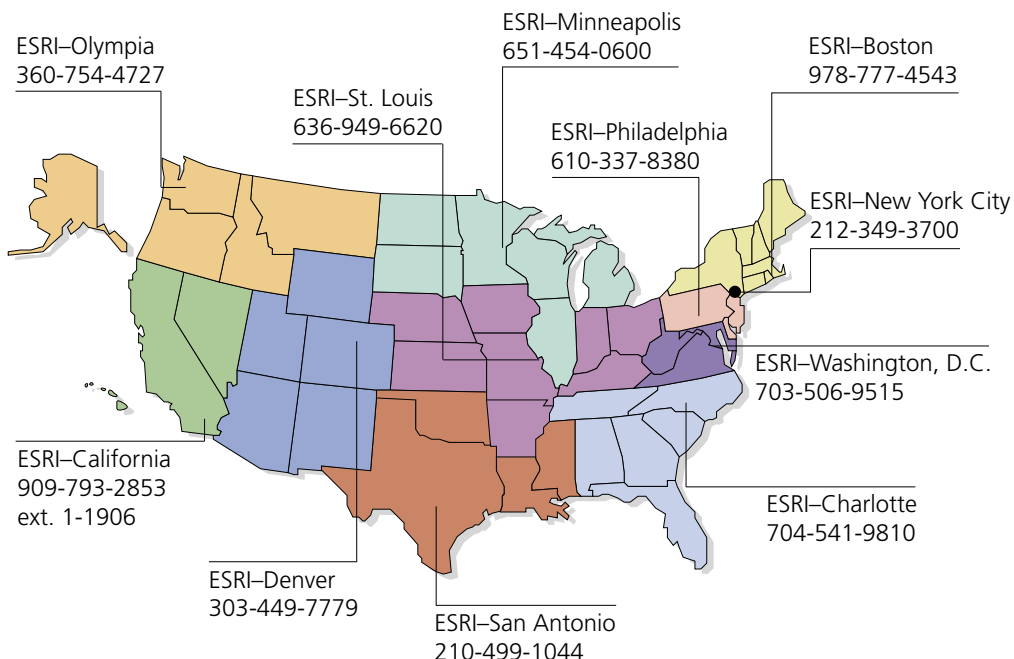Fax: 909-793-5953

For more information
on ESRI, call

1-800-447-9778
(1-800-GIS-XPRT)

or contact an ESRI reseller near you.

Send e-mail inquiries to
info@esri.com

Visit ESRI's Web page at
www.esri.com

ESRI Business Information Solutions

for more information on ESRI BIS,call

1-800-292-2224

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www.esribis.com

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or visit our Web site at
www.esri.com/international

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			Venezuela www.esriven.com

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