ESRI® Business Analyst Server

The GIS and Data Solution for Enterprise Business Analysis

The Geographic Advantage™

Challenge

To fully understand how Business Analyst Server enables collaboration by helping users share analyses and models across departments, we'll look at a fictitious real estate company called Starfield.

Starfield owns, designs, and constructs shopping centers along with managing leases and marketing. Its corporate marketing researchers are using Business Analyst on the desktop to understand customer characteristics and behavior and develop marketing channels for the company's U.S. network of malls.

Regional site acquisition is handled through regional business development groups, and to date, these groups have been using ad hoc reports generated by corporate marketing to support their needs. The reports can take several weeks to generate depending on the ability of corporate market researchers to support the varied and numerous requests from the regions.

Both corporate marketing and the regional groups wish for on-demand, Web-accessible analyses, workflows, and reports that would allow regional site developers to analyze potential sites, run various reporting scenarios, and create maps locally without the need for corporate support.

ESRI® Business Analyst Server
The GIS and Data Solution for Enterprise Business Analysis

ESRI® Business Analyst Server combines geographic information system (GIS) server technology with extensive business, demographic, and consumer spending data.

This server-based solution integrates into your enterprise workflows and comes with out-of-the-box Web applications and services to help your organization publish and share business data, maps, analyses, models, and reports.

Use Business Analyst Server to help analyze your market and competition, find the ideal site for a new business location, evaluate the success and profitability of existing facilities, and perform advanced customer analytics.

Business Analyst Server offers the following benefits:

- Provides browser-based access to geographic analyses, queries, and reports
- Centrally managed for lower cost of ownership
- Includes prebuilt workflow templates for complex analytic processes and allows you to create your own customized templates
- Supports cross-platform deployment
- Integrates with other business applications
- Ability to create and deploy custom applications

Business Analyst Server helps standardize geographic processing techniques and workflow scenarios, reduce software deployment costs, and ease implementation burdens.
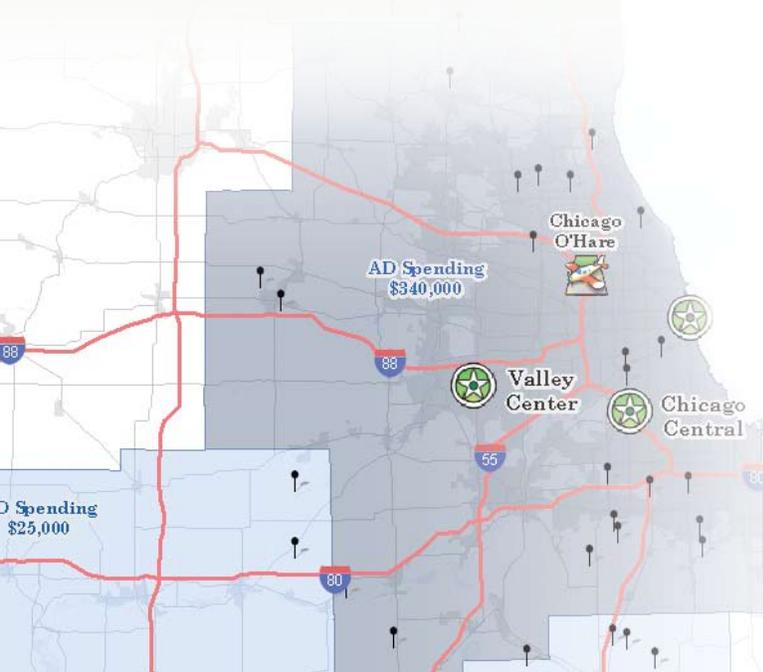
Trade Areas
- Customer-Derived Areas
- Market Penetration
- Simple and Threshold Rings
- Drive-Time Polygons
- Grids
- Trade Area from Standard Geography Levels
- Measure Cannibalization
- Remove Territory Overlap

Analysis
- Spatial Overlay
- Desire Lines Segmentation Profiles
- Profile by Area
- Profile by Import from Table
- Profile from Table with Geocoding
- Target Group from List
- Target Group from Chart
- Community™ Tapestry™ Profile Report
- Core and Development Segments Report
- Mediamark Research Inc. (MRI) Segmentation Report (Understanding Your Target Customers)
- Profile Comparison Bar Chart
- Multiprofile Bar Chart
- Game Plan Chart
- Target Penetration Map
- Four-Quadrant (Game Plan) Map

Reports
- Quick
- Locator
- Geographic Customer Summary
- Distance Decay
- Market Ranking

AD Spending $340,000

Chicago O'Hare

Valley Center

Chicago Central

AD Spending $25,000

The ESRI Business Analyst Server Approach

Use	Decide
Serve	Evaluate Predict
Author	Trade Areas Reports Analysis
Information	Demographic Data	Site Characteristics	Markets and Territories	Customer Data	Performance and Sales Data	Competitor Data

Author

Business Analyst desktop users can design and execute models and analyses locally and use Business Analyst Server to publish the results so they can be viewed and utilized throughout the organization. Publication-quality maps, reports, and analysis output can be combined into market studies and distributed in a ready-to-use, Web-browser-based application.

Serve

These models and analyses, developed by Business Analyst desktop users, are now served throughout the organization for consumption by Web clients. Application developers can also consume the services published with Business Analyst on the desktop when building new or customizing existing applications, without having to become GIS experts. For example, an application developer can quickly build an easy-to-use Web application for a company's real estate department that will screen potential facility locations. Users can pan and zoom on the map from a citywide view to a street-by-street analysis, all while Business Analyst Server does the geoprocessing behind the scenes.

Use

End users can access focused applications for solving site location problems and customer targeting and analysis with a standard Web browser. The integration of Business Analyst Server with a simple reporting application enables users in a marketing department to perform a market-ranking analysis that evaluates the success of a marketing campaign for a series of given cities.
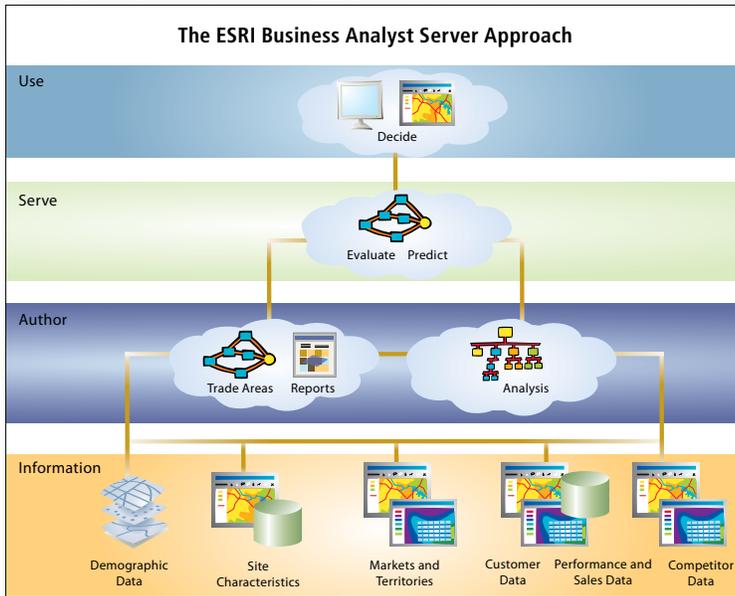
Solution

Corporate marketing has acquired Business Analyst Server to provide the regions with access to corporate geographic and business data. Various maps of advertising expenditures, billboard locations, current sites, up-to-date demographic profiles, and target groups—each representing Starfield's knowledge (from a corporate marketing perspective) of the shopping center network—have been published to Business Analyst Server as well.

Business Analyst Server now hosts these information resources and provides a Web-based analysis center that allows access to a multitude of Business Analyst tools and some Starfield-specific workflows for site evaluation. This gives regional developers a way of evaluating potential site locations in both a structured and unstructured way.

For example, in Chicago, a regional developer was able to upload a spreadsheet of potential sites and quickly make some decisions based on the proximity of those sites to existing ones, whether sites overlap existing television advertising target boundaries, and the site locations vis-à-vis transportation and billboard advertising.

(continued)

Projects are created in Business Analyst on the desktop and uploaded to Business Analyst Server.
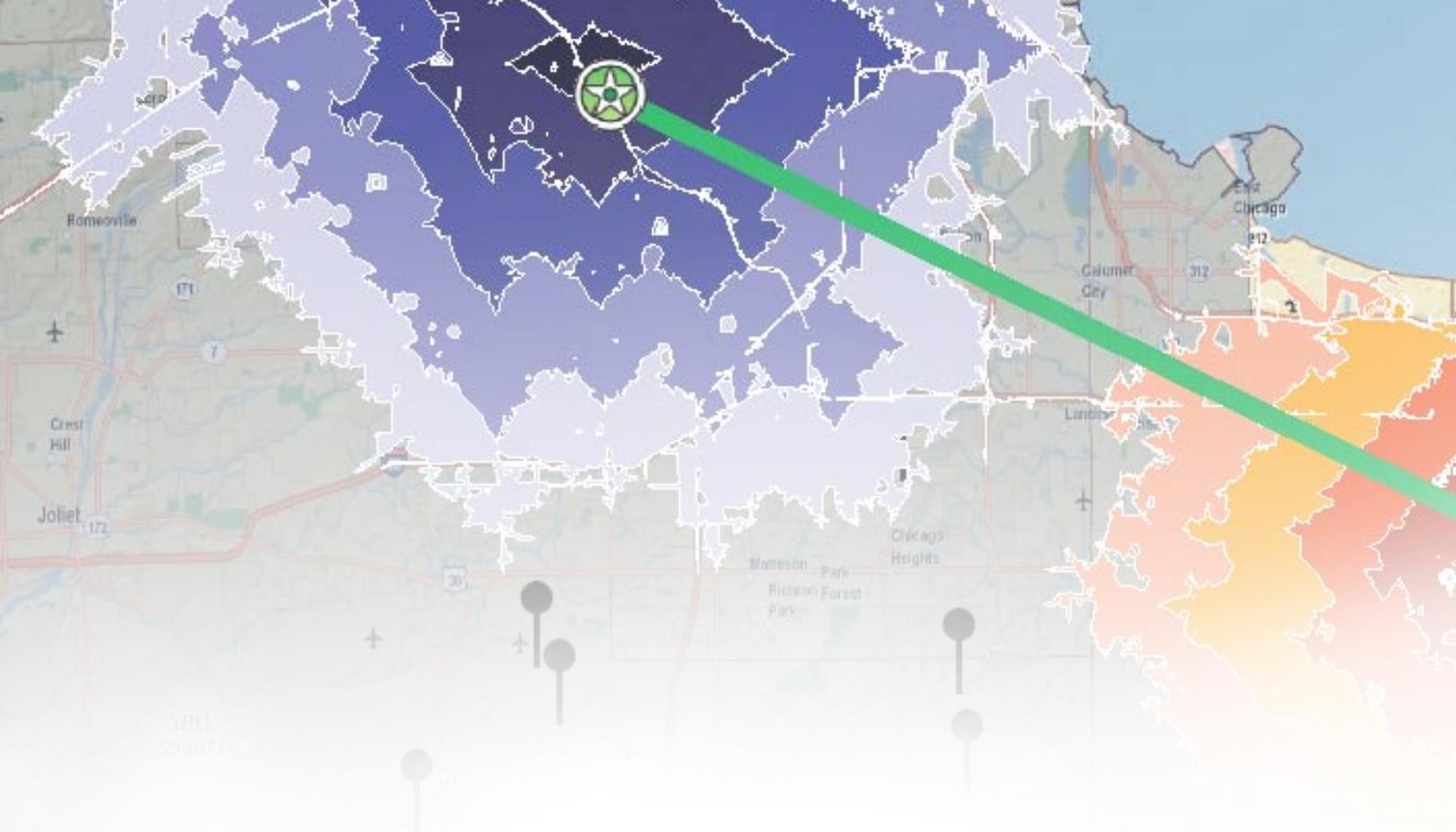
# Create Consistency with the Workflow Framework
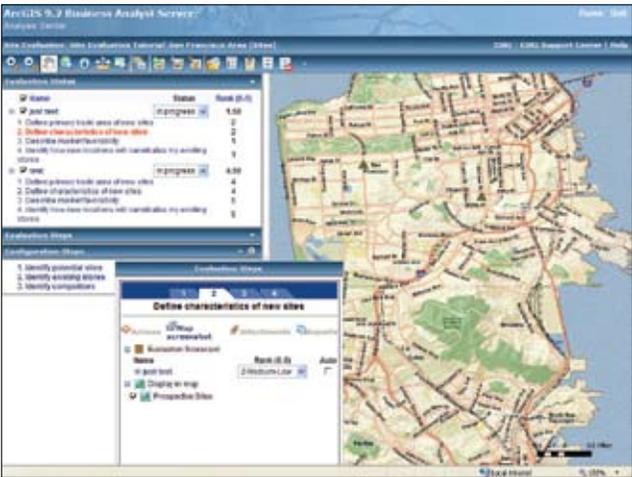
The Site Evaluation workflow template is a fully functioning example of the consistent and repeatable business processes that can be created with the workflow framework.

Business Analyst Server includes a workflow framework that combines individual Business Analyst Server actions with attachments, scorecards, and reports in a coordinated workflow template. Workflow templates offer organizations the ability to create consistent and repeatable processes for analyses and geoprocessing activities.

The Site Evaluation template identifies four evaluation steps that a business would take to determine the suitability of potential locations. The Customer Analytics template offers seven steps that can be considered when evaluating the success of marketing or advertising campaigns. Templates can easily be modified to meet different business needs, and any number of new templates can be created.

In addition, organizations can analyze markets and their competition, find the ideal site for a new business location, evaluate the success and profitability of existing facilities, and perform advanced customer analytics.
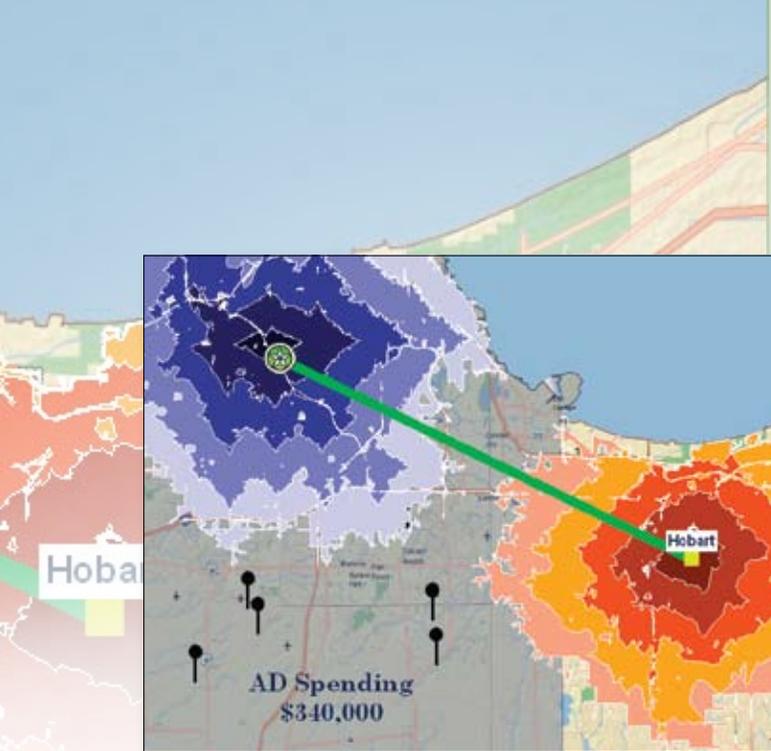
Potential locations for a new mall are evaluated in Business Analyst Server by performing a drive-time analysis to evaluate potential sales. The site location is then analyzed for cannibalization and competitive influences.

After adding data about anchor stores and other retail business locations, the regional developer was able to see where the potential sites were in relation to established retail locations. The developer could also analyze the trade or catchment areas around sites and request reports on demographic characteristics, the market profile, and retail expenditure and consumer segmentation categories. This helped the developer understand the size and potential fit for the consumers near each potential site.

Market penetration maps and target maps could further help the developer understand both the saturation of a particular area and the existence of key consumer groups known to patronize other shopping centers in the region.

Leading Technology and Data in One Comprehensive Package

Demographic Data—ESRI offers more than 1,500 demographic data variables including current-year estimates and five-year projections. These data variables are augmented by current-year estimates for employee population, population by occupation/industry, disposable income, and consumer expenditures, all at the state, county, ZIP Code, census tract, block group, core-based statistical area, and designated market area geography levels.

Business Data—A national database of approximately 11 million U.S. businesses from *info*USA® can be used to identify customers or competitors and includes data by industry (SIC and NAICS), sales volume, location, name, employees, and more.

GlobeXplorer®—GlobeXplorer's premium imagery service provides a collection of high-quality aerial and satellite imagery that is regularly updated and expanded. These images can be used in reports and projects that require visual details of properties, neighborhoods, and towns.

Shopping Center Data—A national database from the Directory of Major Malls, Inc., lists detailed information for more than 4,000 major shopping centers, malls, and lifestyle/specialty centers in the United States. Data variables include center name, gross leasable area (GLA), type of center, total retail sales, distance to the nearest competing center, nearest major city and distance to it, and total number of stores. Information such as store name and square footage is also included for up to four anchor stores.

Street Information—Street data from Dynamap®/Transportation, the flagship product from Tele Atlas North America, provides a nationwide basemap for routing and drive-time analysis. This database contains the most current and comprehensive data available for more than 14 million addressed street segments.
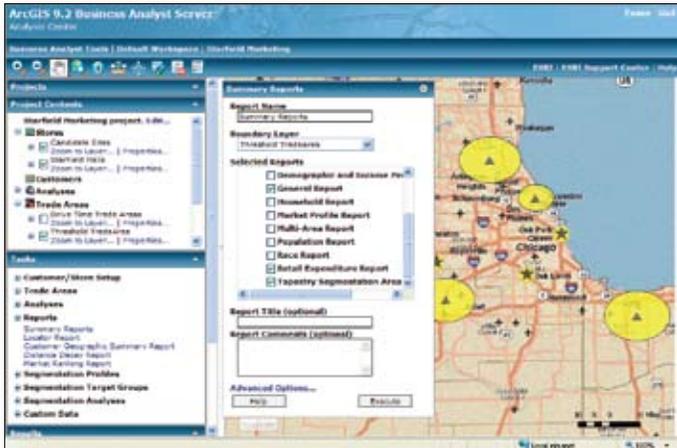
Creating customer catchment areas within a specified driving distance or time is easy in the browser-based interface.

Create game plan charts to visualize locations of customers in your market area.

Collaboration

With Business Analyst Server, Business Analyst desktop users now have a mechanism to publish and share analyses and models across departments, enabling collaboration and more informed decision making. Users in organizations operating in different geographies with varied population demographics can adapt models and analyses to local conditions. Imagine having the ability to develop one model at the corporate or organizational level and apply it across several geographies while enabling users in each geography to adjust parameters according to the local demographic makeup and market conditions.

Analyzing markets and competition, evaluating new and existing locations, and performing customer analytics may sound familiar to longtime Business Analyst desktop users. With Business Analyst Server, users now have the ability to publish their analyses to the rest of the team, regardless of the physical location of individual team members. The organization benefits from this collaborative environment by building a knowledge base that can be accessed by multiple departments in different locations to share common models and data repositories.

To learn more about ESRI Business Analyst Server,
visit **www.esri.com/baserver**.

Territory by Total Population in Detroit

Integration with Enterprise Systems

The business community, along with outward-facing, constituent-focused organizations, needs the ability to leverage its own information against demographic and geographic data in a server environment that enables information and analysis to be deployed across the enterprise. Business Analyst Server integrates with existing data tools and solutions available in an enterprise and supports communication with business intelligence, customer resource management (CRM), and enterprise resource planning (ERP) applications with a number of Web services. Once installed, this integrated set of applications and tools is ready to go with little development effort.

Vernon Hills
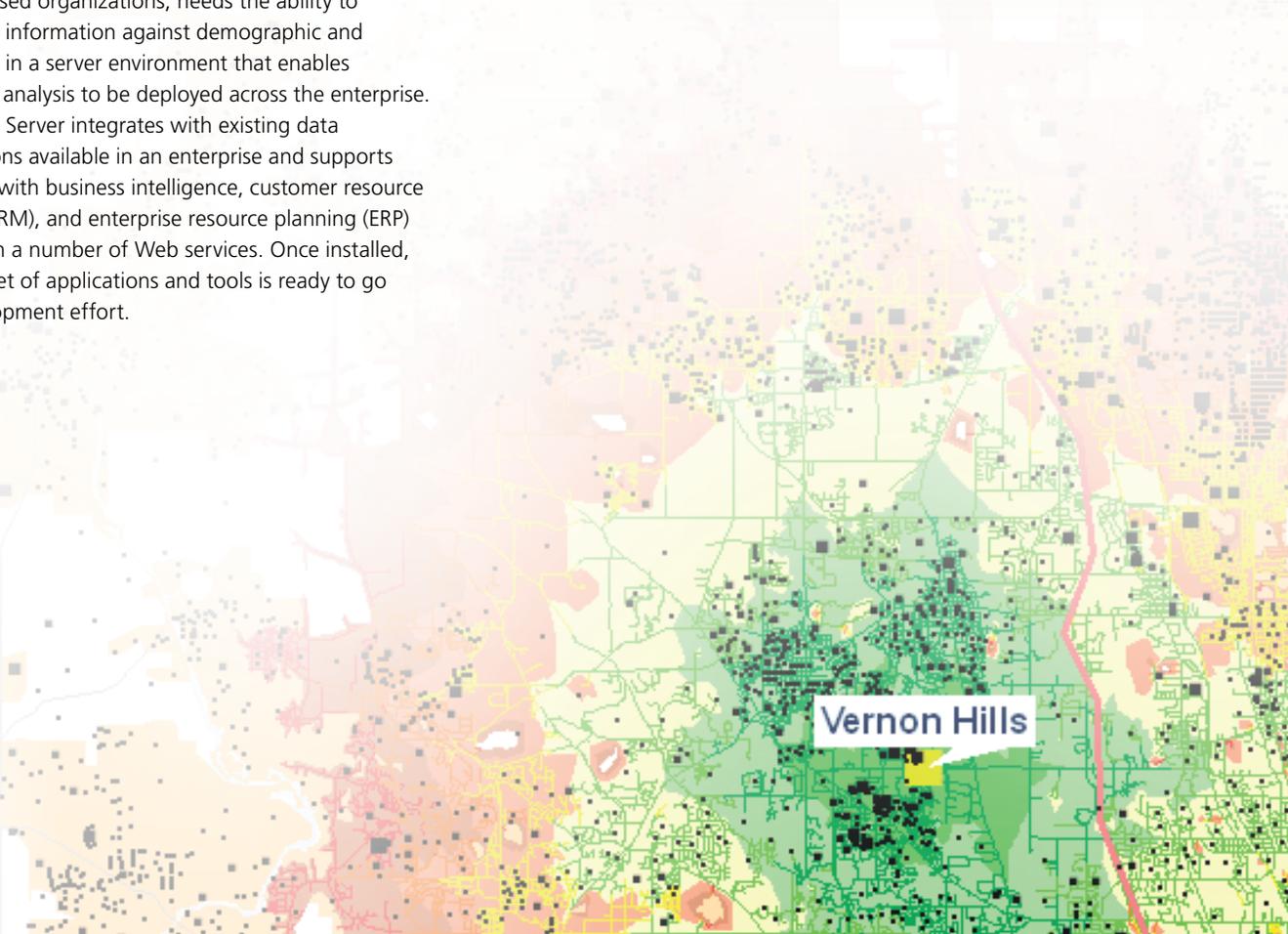
About ESRI

Since 1969, ESRI has been helping organizations map and model our world. ESRI's GIS software tools and methodologies enable these organizations to effectively analyze and manage their geographic information and make better decisions. They are supported by our experienced and knowledgeable staff and extensive network of business partners and international distributors.

A full-service GIS company, ESRI supports the implementation of GIS technology on desktops, servers, online services, and mobile devices. These GIS solutions are flexible, customizable, and easy to use.

Our Focus

ESRI software is used by hundreds of thousands of organizations that apply GIS to solve problems and make our world a better place to live. We pay close attention to our users to ensure they have the best tools possible to accomplish their missions. A comprehensive suite of training options offered worldwide helps our users fully leverage their GIS applications.

ESRI is a socially conscious business, actively supporting organizations involved in education, conservation, sustainable development, and humanitarian affairs.

Contact ESRI

1-800-GIS-XPRT (1-800-447-9778)
Phone: 909-793-2853
Fax: 909-793-5953
info@esri.com
www.esri.com

Offices worldwide
www.esri.com/locations

ESRI
380 New York Street
Redlands, California
92373-8100 USA

110686
INLD15M10/09sd

Printed in USA