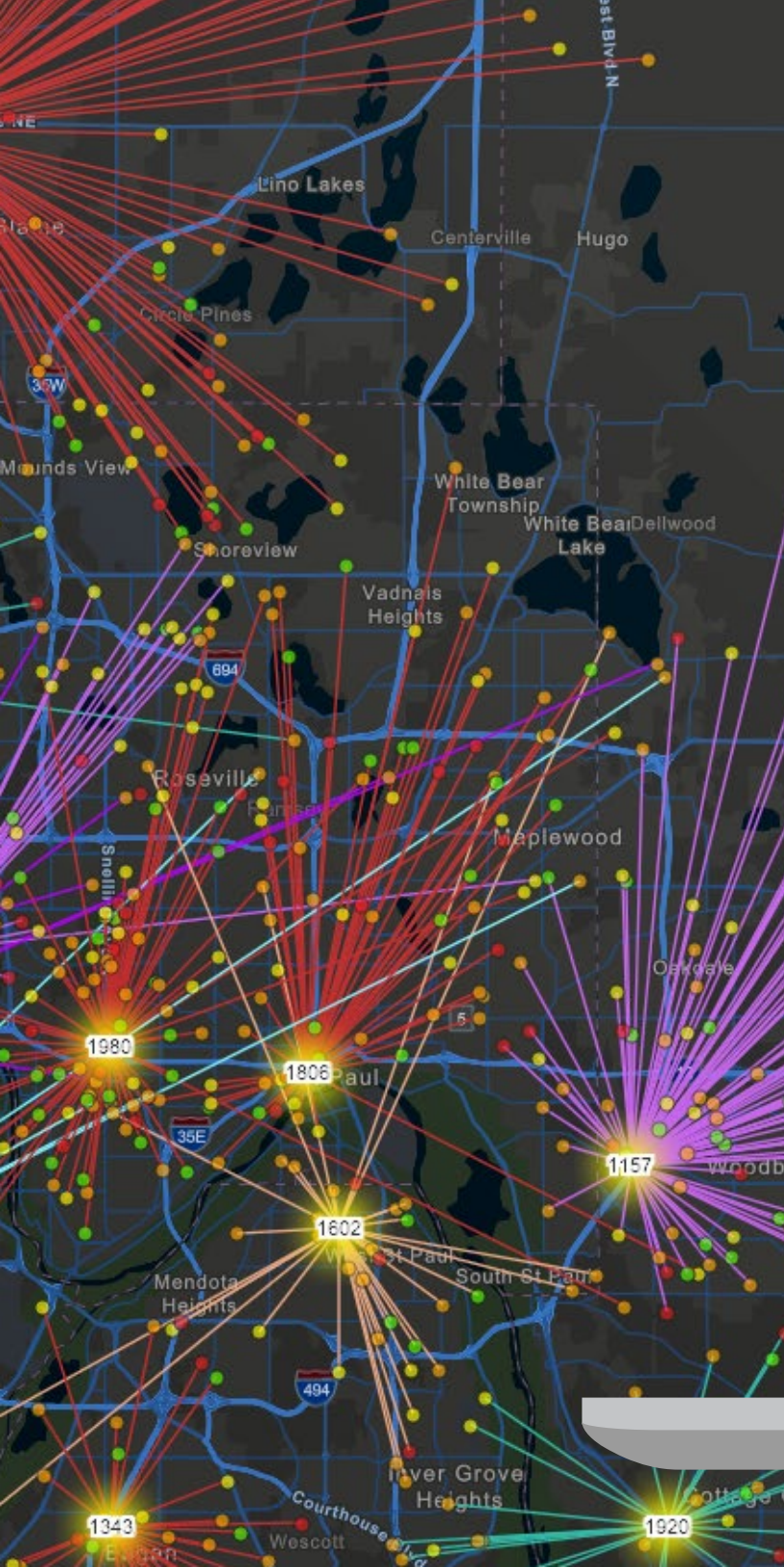




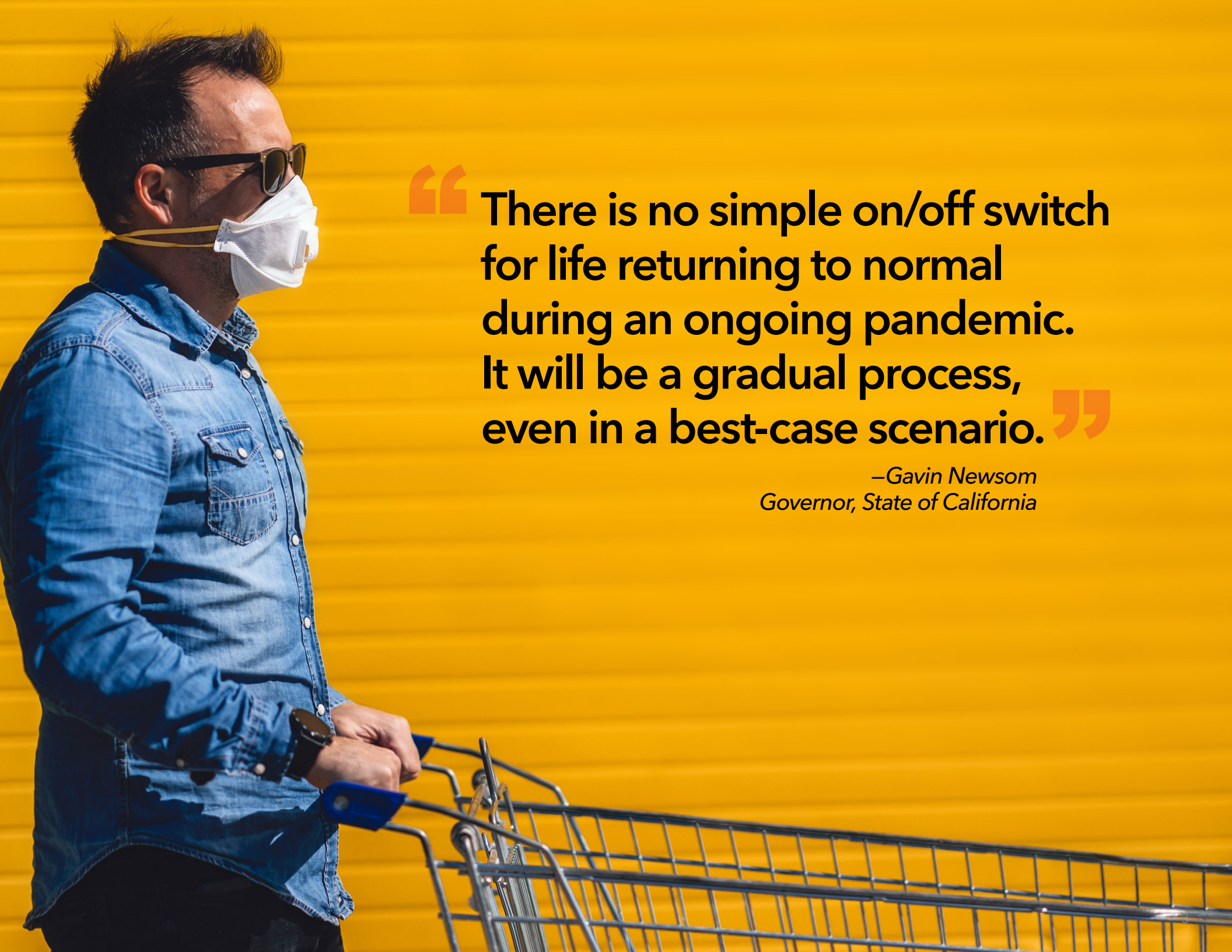
BUSINESS RECOVERY WITH LOCATION INTELLIGENCE

*A road map for planning a sustainable recovery
in an era of economic uncertainty*



WHAT'S INSIDE

- □ Market Replanning
- □ Business Disruption on a Global Scale Is Unprecedented
- □ Business Response Has to Be Strategic
- □ Map the Virus
- □ Monitor Your Enterprise
- □ Plan for Recovery at the Local Market Level



“ There is no simple on/off switch for life returning to normal during an ongoing pandemic. It will be a gradual process, even in a best-case scenario. ”

—Gavin Newsom
Governor, State of California

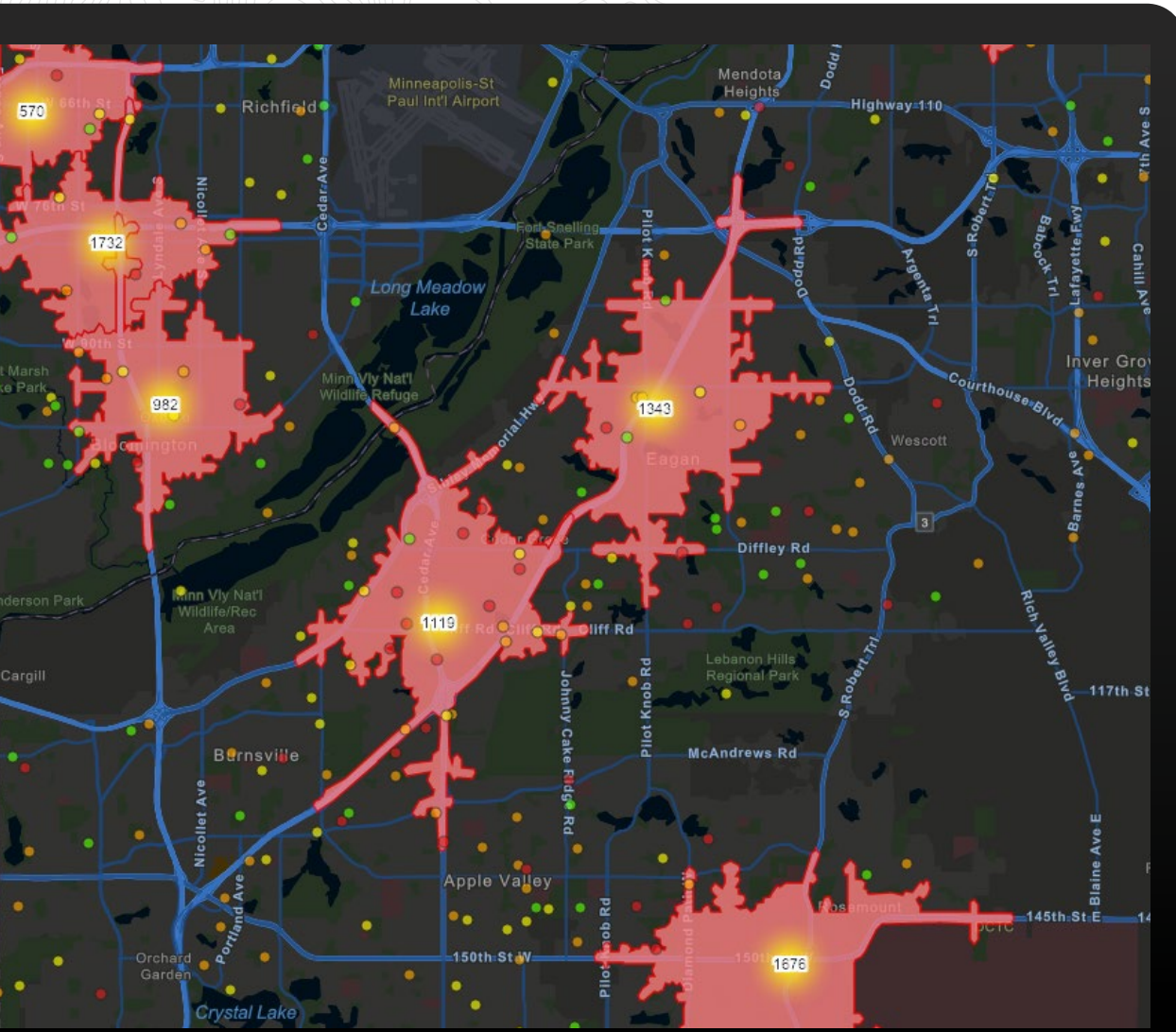
MARKET REPLANNING *Requires precise local insights*

The impact of the coronavirus disease 2019 (COVID-19) pandemic on business is unprecedented. Retail has been especially hard-hit by the pandemic, resulting in store closures and massive changes in consumer demand. Consumer behaviors have changed dramatically as customers consolidate trips to avoid exposure.

The effects on retail will continue for the foreseeable future. Retailers will require precise local insights about their markets and their locations to effectively replan their business.



BUSINESS DISRUPTION ON A GLOBAL SCALE IS UNPRECEDENTED



The economic disruption from COVID-19 is affecting every business.



The pandemic will have an impact on business for the foreseeable future.



Recovery requires monitoring local conditions and preparing for market volatility.

BUSINESS RESPONSE HAS TO BE STRATEGIC

UNDERSTAND IMPACT

Assess risk:

- Assess and stabilize business operations.
- Create geographic dashboards to provide real-time operational awareness: Where am I open?
Where can I be open, and at what capacity?
- Automate the ability to monitor key health metrics around facilities and stores.

MEASURE IMPACT

Prioritize response:

- Monitor and report facility, store, and workforce operational capacity and health.
- Monitor changing customer behavior and buying patterns.
- Quickly implement or expand high-demand, contact-free commerce capabilities.

REPLAN AND RECOVER

- Evaluate trade areas with current human movement data and customer relationship management (CRM) data. Reassess changing customer profiles.
- Create triggers to monitor local market conditions and automate alerts when intervention is required.
- Prioritize the reopening of locations based on local conditions.



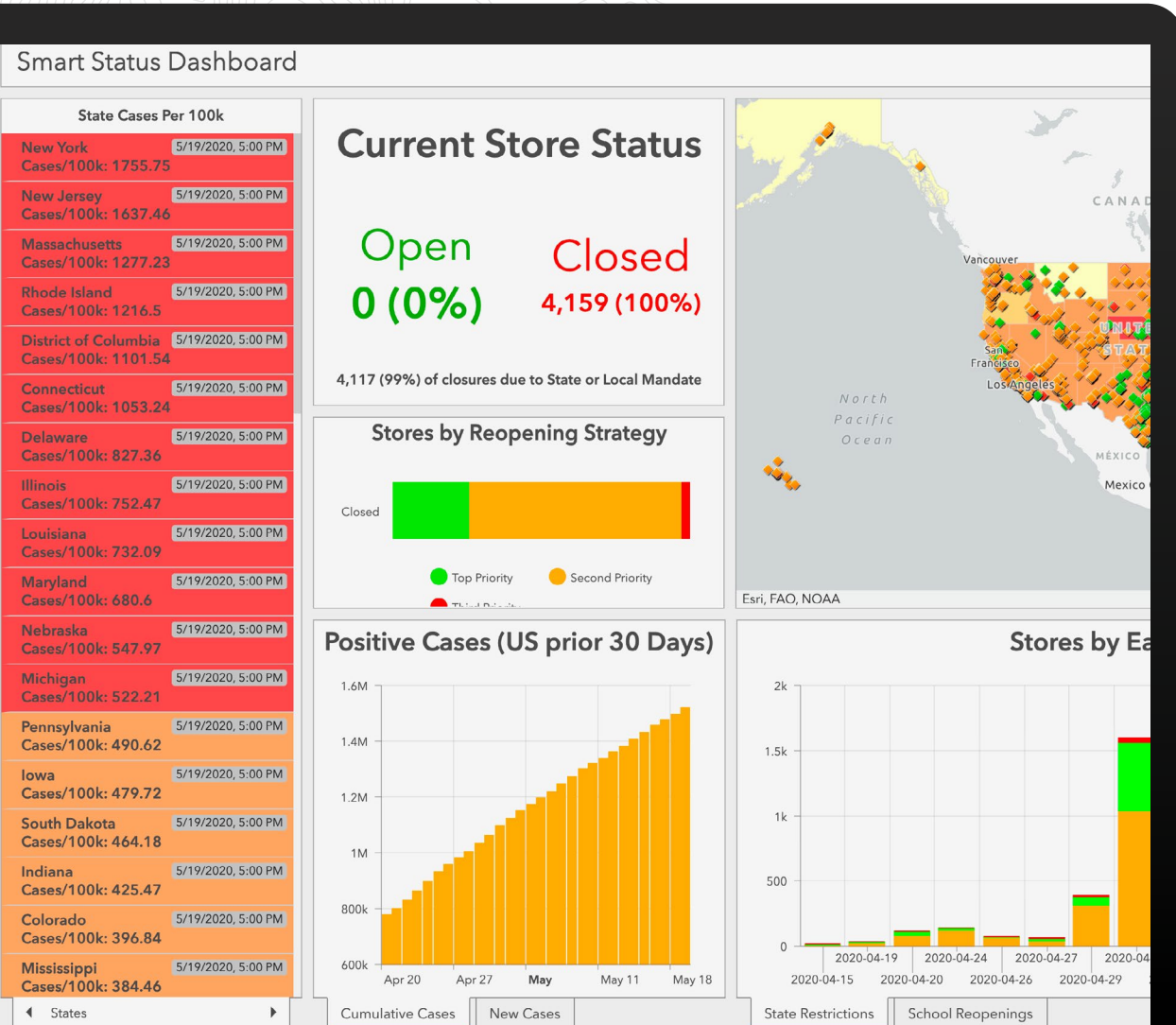
STEPS

To Take Now to Uncover Insights to Support Your Business's Recovery



MAP THE VIRUS

Understand where coronavirus is impacting your business



MAP

your store and facility locations.

LOAD

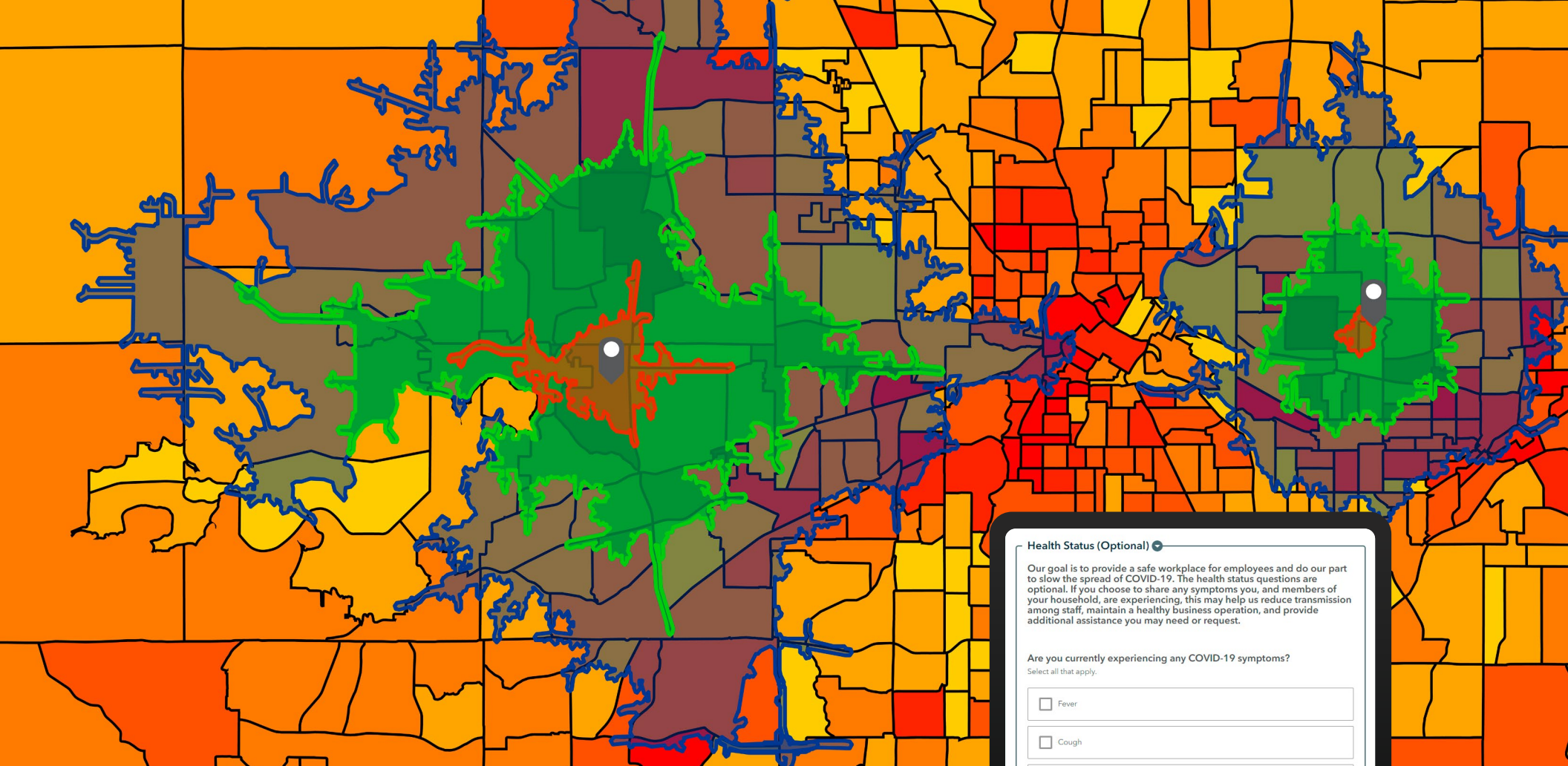
confirmed coronavirus test data from Johns Hopkins University at the county level. (Data available in ArcGIS® software)

ADD

state-level emergency data.

SYMBOLIZE

confirmed cases per 100 K population.



Use geoaware survey tools like ArcGIS Survey123 to collect data from store teams about their status and that of their stores.

Health Status (Optional)

Our goal is to provide a safe workplace for employees and do our part to slow the spread of COVID-19. The health status questions are optional. If you choose to share any symptoms you, and members of your household, are experiencing, this may help us reduce transmission among staff, maintain a healthy business operation, and provide additional assistance you may need or request.

Are you currently experiencing any COVID-19 symptoms?

Select all that apply.

☐ Fever

☐ Cough

☐ Difficulty Breathing

Are any members of your household experiencing any COVID-19 symptoms?

☐ Yes

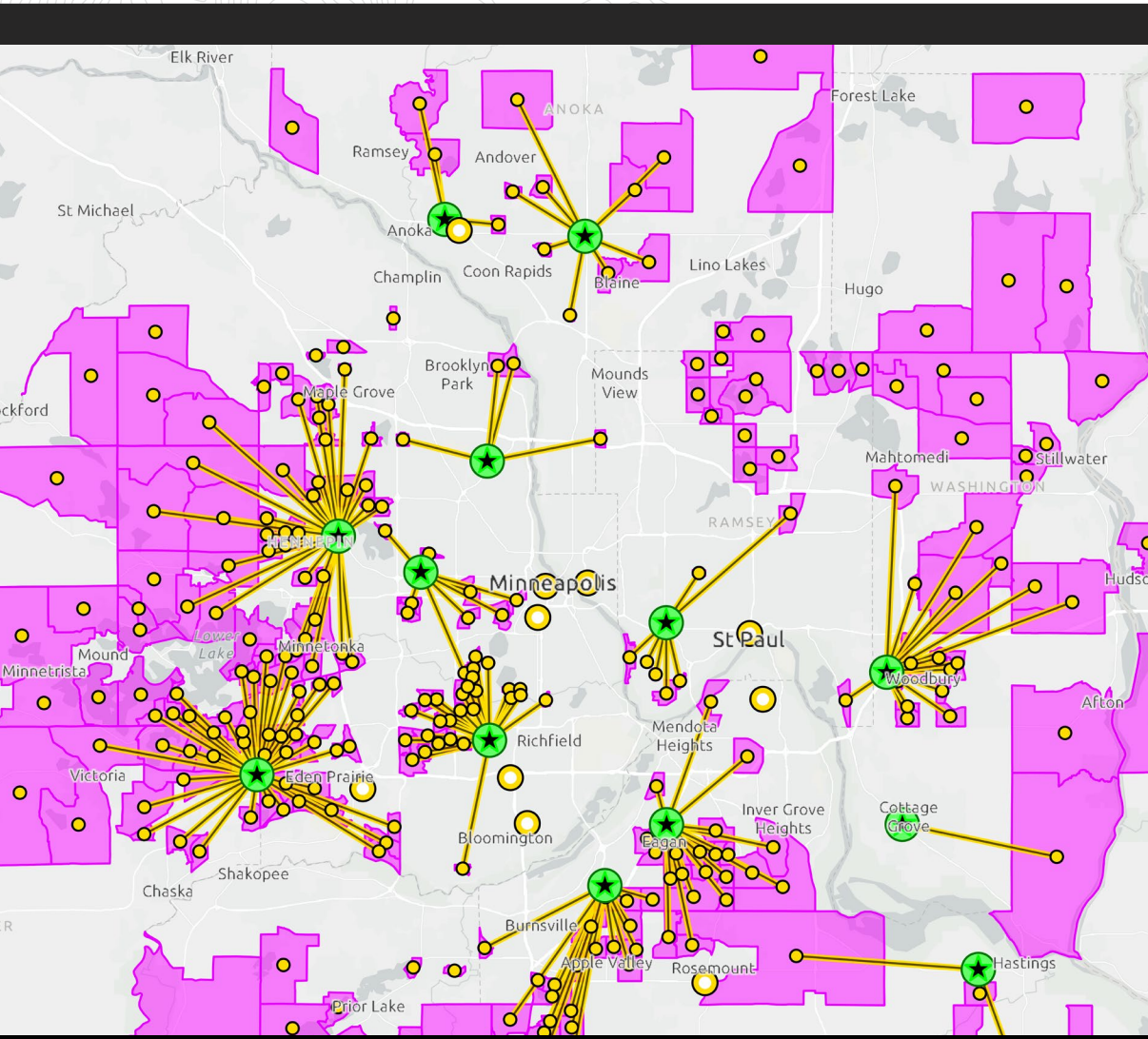
☐ No

Additional Information

Can our organization provide any additional information or assistance?

MONITOR YOUR ENTERPRISE

Dashboards quickly communicate current conditions in real time



CURRENT FACILITY STATUS:

Open, partially open, closed

**COUNTY-LEVEL
INFECTION RATES**

EMPLOYEE ABSENTEE RATE

**LOCAL EMERGENCY
RESTRICTIONS**

PLAN FOR RECOVERY AT THE LOCAL MARKET LEVEL

Inform strategies to reopen locations based on local market data

- **PRIORITIZE OPENINGS**
based on local changes to emergency restrictions and decrease in new COVID-19 cases.
- **TRACK FACILITIES, WAREHOUSES, AND FULFILLMENT CENTERS**
to ensure that your network has the capacity to reopen stores.
- **UPDATE CUSTOMER PROFILES AND CATCHMENT AREAS**
based on updated human movement data and CRM data.

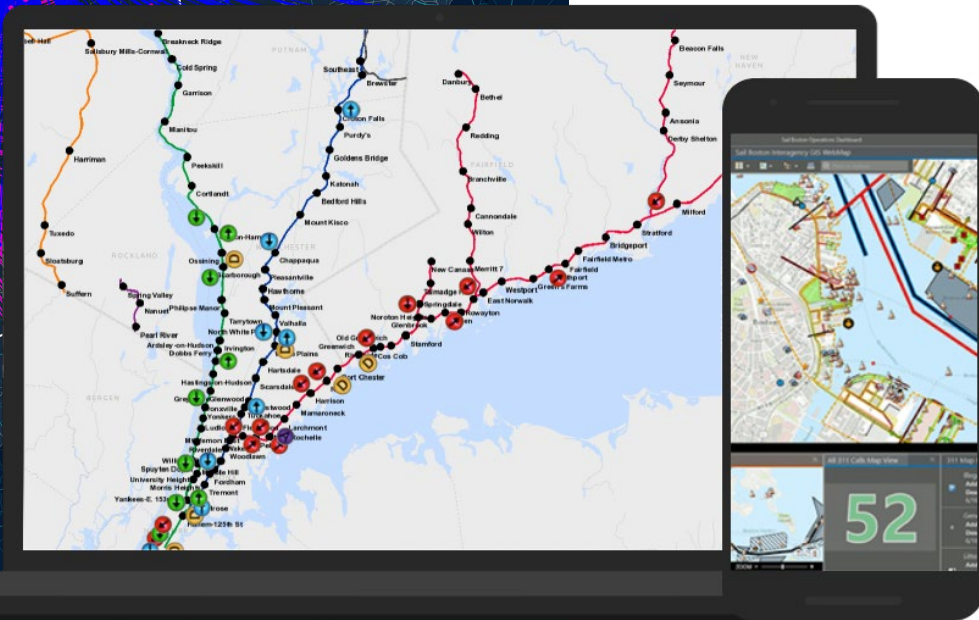


LEARN MORE

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