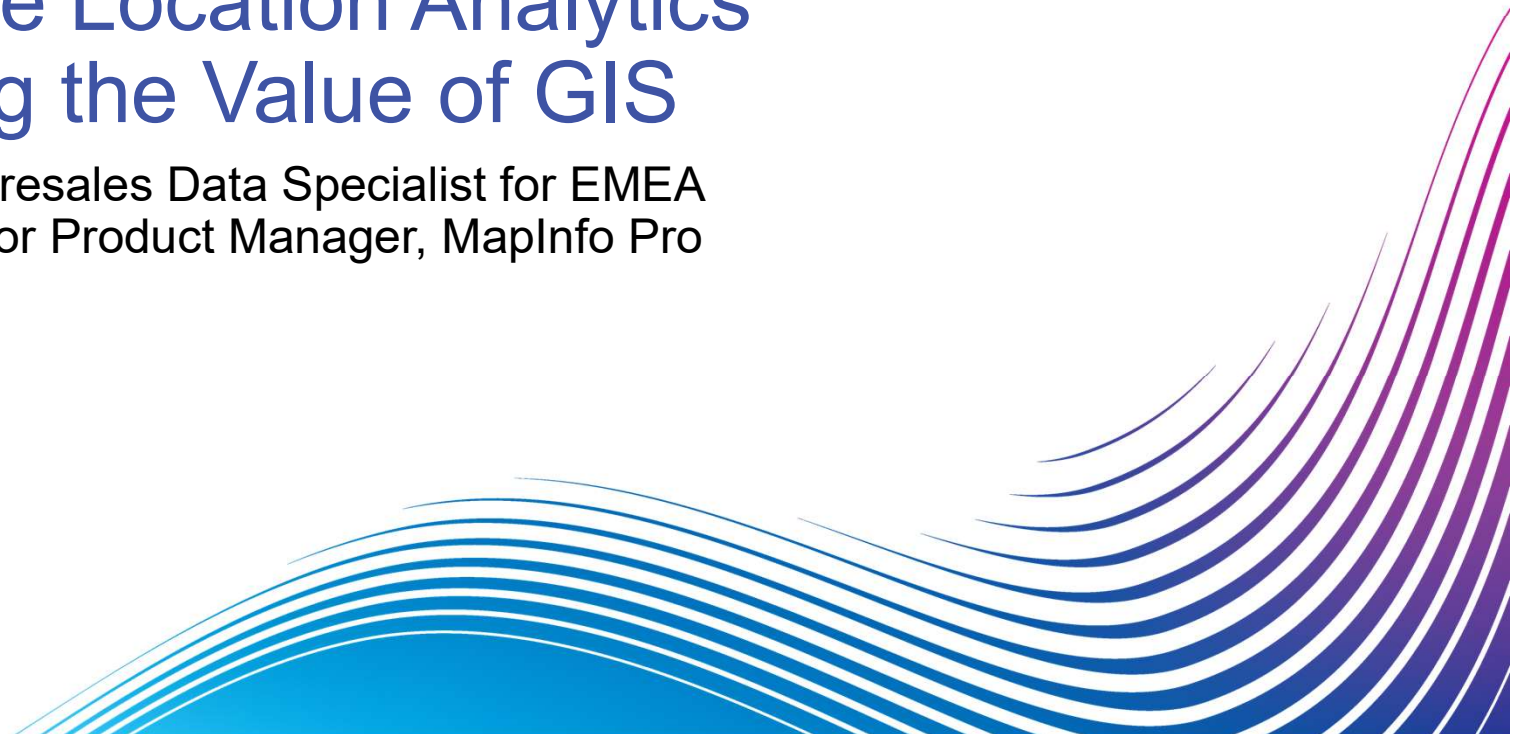pitney bowes

Enterprise Location Analytics Extending the Value of GIS

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Agenda

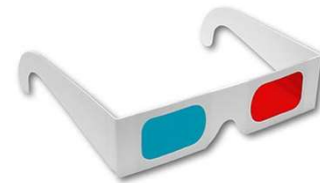What is Enterprise Location Analytics?

Demo #1: Smaller Organization

Demo #2: Larger Organization

What is Enterprise Location Analytics?

1. **Enterprise** (adjective) – pertaining to the *collaborative distribution of work* across an organization with the goal of *maximizing the quality of decision outcomes* by utilizing *diverse skills and efficient processes*.

2. **Location Analytics** (noun) – the process of *combining people, data, and systems* (software-based) to *improve decision outcomes* in an organization.

Enterprise Location Analytics - Buzzword Bingo

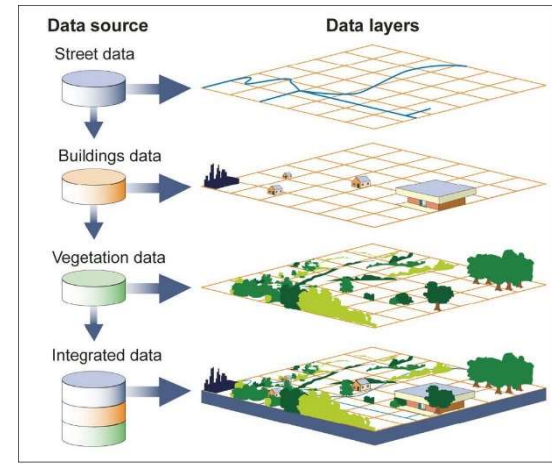| Empower	Real-time	Solution
Orchestrate	Profit	Integrate
Extend	Analyze	Manage

What's Most Important?

Software

Infrastructure

People

Data

Decision
Outcomes

Demo #1: Smaller Organization

1. Key Decision: invest in a new restaurant or not

2. Previous Challenge: couldn't move deals through the
    pipeline fast enough without sacrificing quality of diligence

3. Decision-making Team (Real Estate Committee, aka
    RECOM which meets bi-weekly):

    - CEO   - VP Real Estate(VPRE)
    - CFO   - Real Estate Analyst (MI Pro)
    - VP Marketing   - VP Store Operations

Demo #1: Smaller Organization – Previous Process

VPRE finds potential site

Analyst creates a package of maps for VPRE with site, competition, trade area, demographics, customers

VPRE reviews maps and looks at Google Earth and Maps – kills deal if fatal flaw – else **meets with Analyst** to compare to existing units

VPRE reviews proforma, kills if flawed, else submitted to RECOM

Kills deal or requests proforma financials from Analyst

Kills deal if flawed, else visits site and comes back with more questions and sites to compare **with Analyst**

RECOM reviews with Analyst showing live system to compare to existing units

RECOM kills or Oks VPRE to negotiate deal

RECOM reviews final deal for go/no go

Demo #1: Smaller Organization – New Process

VPRE finds potential site

VPRE reviews proforma, kills if flawed, else submitted to RECOM; members review before meeting to kill quickly or prep VPRE

RECOM reviews with Analyst – prep leads to deeper discussion on more quality deals

VPRE opens Map in Pro Viewer and explores demographics, customers, competitors for proposed and existing units; also looks at Google Maps/Earth

Kills deal or requests proforma financials from Analyst

RECOM kills or Oks VPRE to negotiate deal

VPRE– kills deal if fatal flaw – else meets with Analyst to create Trade Areas and review

Kills deal if flawed, else visits site and opens map with Trade Areas in Pro Viewer and compares to existing units

RECOM reviews final deal for go/no go
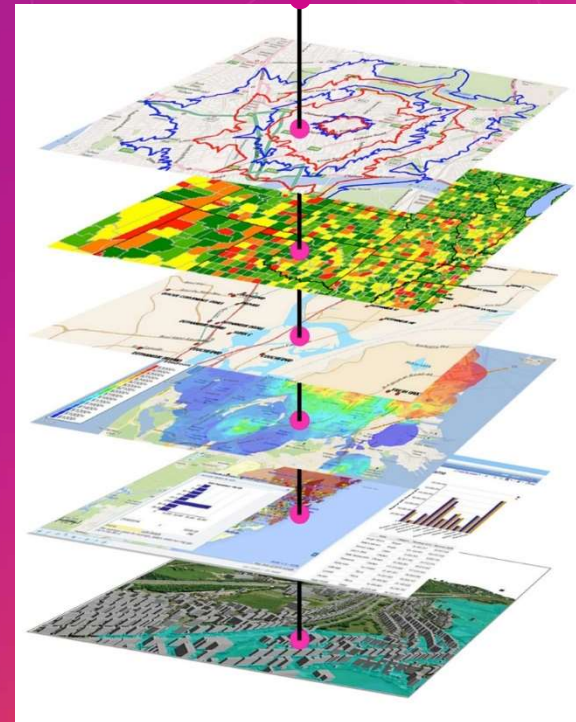
Demo #1: Impact of New Process

1. **VPRE is able to kill most deals without Analyst ever creating a package of maps**
    a) Analyst spends more time on better deals
    b) RECOM is able to **approve more deals and grow faster**

2. Analyst has more time with family and **terminates job search**

3. Analyst has time to look at new ways to improve speed of process and quality of diligence with drone imagery
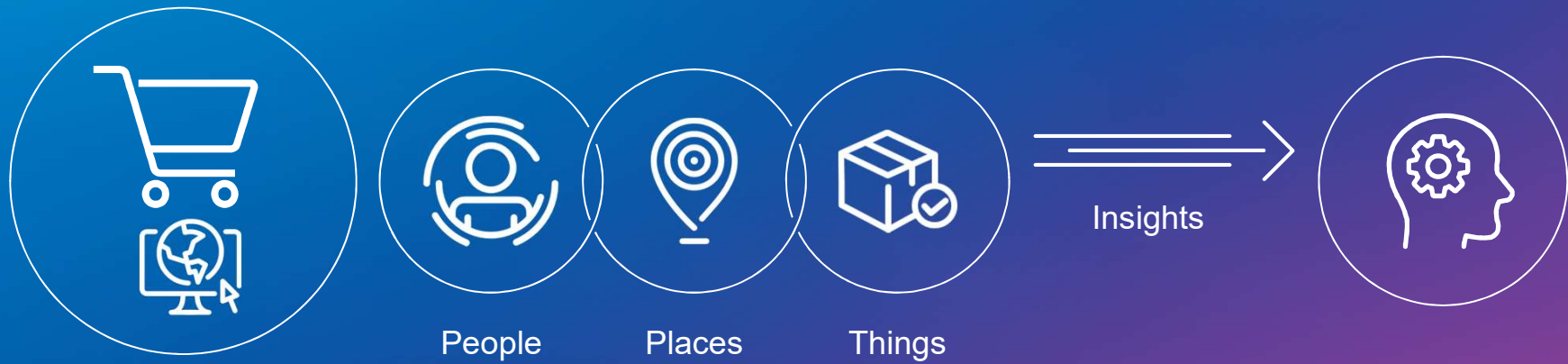
Data in and of itself isn't enough, the data must work for you.

- Spatial context
- Geographical references
- Demographic data
- Business assets
- Transactional data
- Economic trends
- Competition
- Market risks
- Points of interest
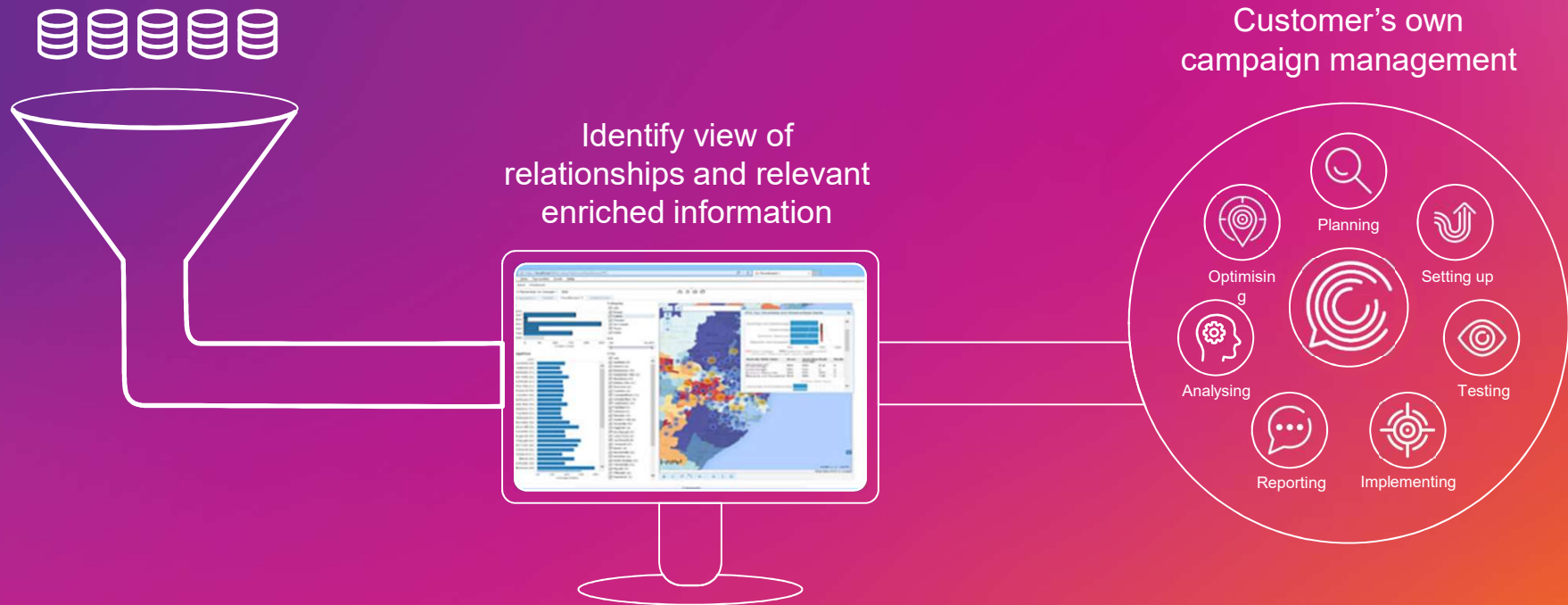- Customer profiles
- Potential

and so much more

Business and analyst pain

Analyst

Share

Stakeholders

Too much time to get value
Data often not trusted or current

Visualisation for better effective decision making and location planning

Customer's own campaign management

Identify view of relationships and relevant enriched information

Planning

Optimising

Setting up

Analysing

Testing

Reporting

Implementing

Achieve enterprise location intelligence.

If you can imagine a geospatial business challenge or opportunity, you can solve it with one solution. From conception to execution, Spectrum Spatial provides agile, intuitive tools that empower users and accelerate success.

Integrate
Integrate data from a wide range of sources.

Manage
Manage and enrich location data for a single location view.

Analyze
Analyze via workflows, maps, charts and more.

Extend
Extend to meet your organization's unique needs.

Mitigate risk, grow revenues and streamline service delivery.

Maximize data productivity.

Integrate, access, manage and enrich data as you benefit from the flexibility of an SOA-compliant solution architecture for geoprocessing.

Spectrum™ Technology Platform

Modular, scalable platform that allows organisations to use their enterprise information assets to support strategic, operational and tactical decisions.

Single, open architected, unified framework

Facilitate insight that is derived from a fusion of business, spatial and third-party data
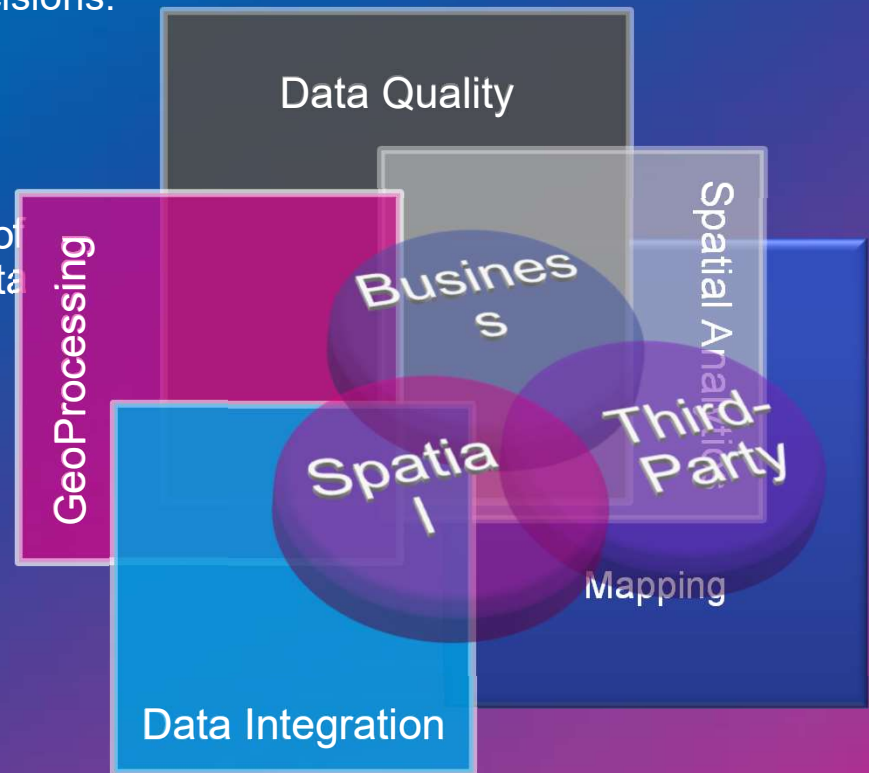
Simple to implement & use

Cost effective

Grows with your business need

Future proofed

Named a **Leader** by Forrester

FORRESTER®

Data Quality

GeoProcessing

Spatial Analytics

Business

Spatial

Third-Party

Mapping

Data Integration

Thank you