

Spatial Insights, Inc.

A Geographic Information Services Company

Services and Products

data
visualization

spatial
modeling

trade area
analysis

site selection
studies

market
research

user needs
assessment

application
development

custom data
packages

database
building

seminars and
workshops

map

Put Your Business On The Map with Spatial Insights

In today's increasingly dynamic marketplace, companies need to develop a competitive edge. Spatial Insights can help you to achieve that edge by using the power of Geographic Information Systems (GIS). GIS offers you three advantages to support improved business decisions:

- *It can integrate critical information from internal corporate databases and numerous external data sources in ways not possible with traditional information systems;*
- *You can look at customer, competitor and marketing data in a highly accessible visual format, improving your understanding of underlying trends;*
- *Through advanced spatial analysis techniques, you can gain insights into customer behavior, market conditions, and business trends which will impact your success.*

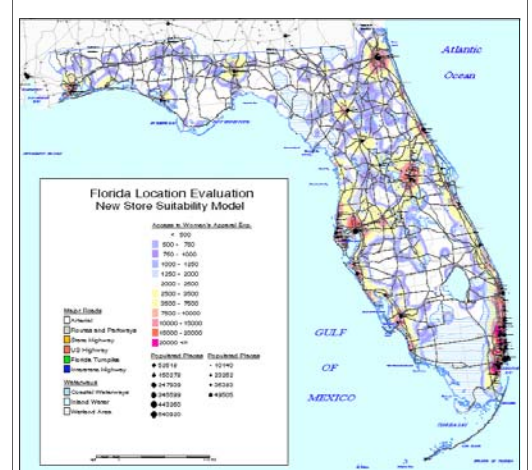
At Spatial Insights, we specialize in the application of geographic information and spatial analysis for business. We have developed a broad client base and expertise in the application of GIS for advertising, marketing, site location and merchandising.

Our customers include major retailers, communication and utility companies, and market research agencies. We have assisted these companies to more accurately identify their customers, locate new facilities, develop marketing strategies, and manage inventory more efficiently.

Assessing Customer Needs

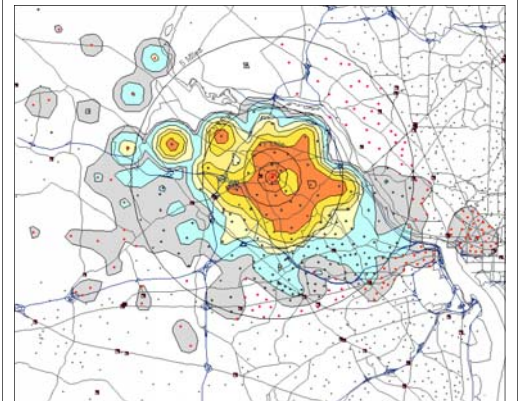
To guide you in implementing a long term vision for the use of GIS into your enterprise, we offer introductory consultation and education services that review your applications and evaluate how the technology can be integrated with existing corporate systems.

An **Si Requirements Study** is an on-site offering designed to assist you to understand and plan for the implementation of GIS. This study reviews critical success factors, data, information and application requirements.



Retail Outlet Siting Study

A major retailer assessed sites for locating new stores. The results identify the relative suitability within the entire region. The assessment considered market and demographic conditions such as access to existing shopping centers, competitors, population growth, income, product supply and traffic conditions. These factors were combined to identify the best locations. The brighter shades represent those areas which were selected for detailed site investigation. These techniques have allowed the retailer to improve its location decisions by considering many variables that may affect store performance.



Trade Area Analysis/Demographic Profiling

A retailer needed to understand the demographic profile of their clientele. Using customer based point-of-sale data, Spatial Insights used trend surface analysis to map the geographic distribution and concentration of their customers. Unlike traditional "ring-zone" trade area approximations, this approach accurately delineated the trade area, and clearly identified barriers to trade. This analysis provided a basis for the definition of customer demographic profiles, and was used to identify areas of strong market potential.

comprehensive
data
packages

geographic
coverage
from national
to local scale

demographic
data

market
segments

lifestyle
clusters

income and
economic
indicators

geocoded
business lists

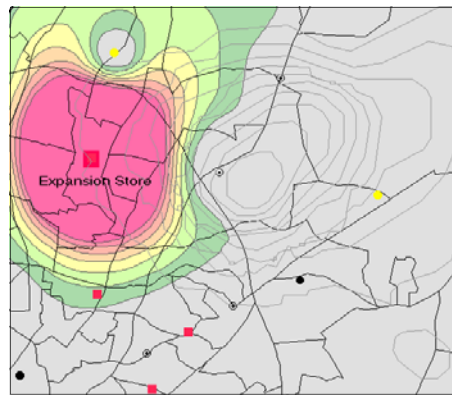
geocoding
facilities

SIC listings

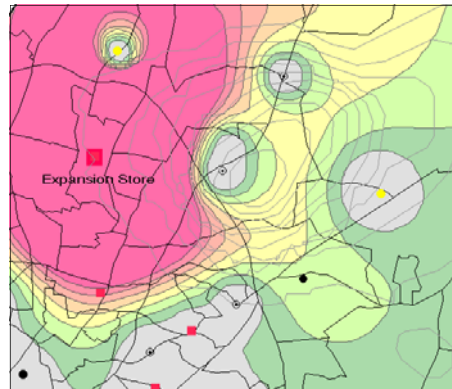
Project Services

Si Project Services are based on the specific needs of each customer. We have developed unique expertise in the application of spatial analysis systems to business problems. Our approach focuses on integrating data and quickly building geographic databases. These databases can then support a range of analysis from simple geographic queries to more complex tasks that model trade areas or locate new outlets.

In addition to assisting clients in GIS implementation, **Si Contract Services** are available to undertake all or part of your GIS project from data acquisition, conversion and entry, modeling and production of final reports or hardcopy maps. We can also update and maintain your data on a continuing basis.



Before Store Expansion



After Store Expansion

A fast food chain needed to reach a decision on the proposed expansion of one of its outlets. The above example estimates the number of patrons that will visit the outlet before and after expansion. The model considers the attraction to the outlet in the region by evaluating the importance of facility size, parking, road access, competitors and local demographics. The darkest areas show where the expected household draw is over 90%. These probability maps were used to predict sales and market penetration. The results also indicate the effect of expansion on neighboring competitors.

Tailoring Applications to Customer Needs

We have experience in working with a variety of GIS and desktop mapping products, database management systems, and related PC and workstation applications. We have the skills to develop customized products and applications to meet your needs.

Through **Si Development Services** customers can contract to have products developed which can be used by your personnel to address recurring corporate needs. We have developed customized applications for sales territory allocation, marketing, and site location. These applications typically integrate GIS with existing corporate information and database systems.

Data Packages

We can provide you with a full suite of geographic data products. **Si Data Products** include boundary files (from national to block level), census demographic and income data, market segments and lifestyles, traffic volumes, retail locations, and industries by Standard Industrial Code (SIC).

We can also obtain whatever data is required to address your problem and customize that data to your specific application. **Si Geocoding** is available to address-match data resident in corporate information systems.

Seminars and Workshops

Spatial Insights offers several types of workshops and seminars to help you get the most out of GIS. **Si Education** ranges from introductory programs for executives to detailed multi-day workshops for analysts. We can customize training courses with specific data and applications.

More About Spatial Insights, Inc.

Spatial Insights is a geographic information services company dedicated to providing advanced spatial analysis services, data products, and customized mapping and GIS applications. Based in the Washington DC area, the company is privately held and qualifies as a small business.

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