ArcView® Business Analyst

Integrated Business Geographic Solutions—
Tools and Data for Better Business Decisions

ArcView Business Analyst

Integrated Business Geographic Solutions

The right information at the right time—that's what business success requires. In today's economic climate, organizations are concerned with cost reduction and uplifting sales to increase profitability. ArcView® Business Analyst contains the data and the tools to help you reach your goals more effectively.

You've already made a significant investment in collecting and organizing your corporate information resources. ArcView Business Analyst lets you leverage that information in a new way by integrating spatial data, applying sophisticated spatial analysis, and viewing your results on a map.

The intuitive power of maps often reveals trends and patterns that can't be detected in the data alone. By combining information, like demographic and sales data, with geographic data, like ZIP Code boundaries or store locations, ArcView Business Analyst helps you make better decisions.

This wizard-driven system gives you the power to perform the tasks you need to reach your goals quickly and easily. Based on four major analysis modules, ArcView Business Analyst takes you step-by-step through Customer Market Analysis, Customer Prospecting, Store Market Analysis, and Store Prospecting.

ArcView Business Analyst is based on our experience with retail, banking, insurance, manufacturing, real estate, government, health care, telecommunications, oil and gas, utilities, and other industries. We have nearly 30 years of experience in consulting and working with businesses, helping them solve their most pressing problems and answering their toughest questions. ESRI's ArcView Business Analyst helps answer the questions that your business asks every day.
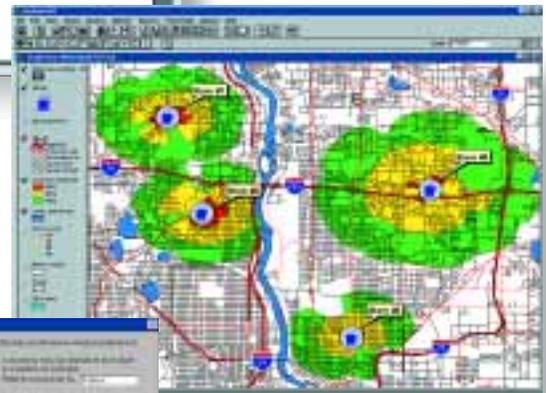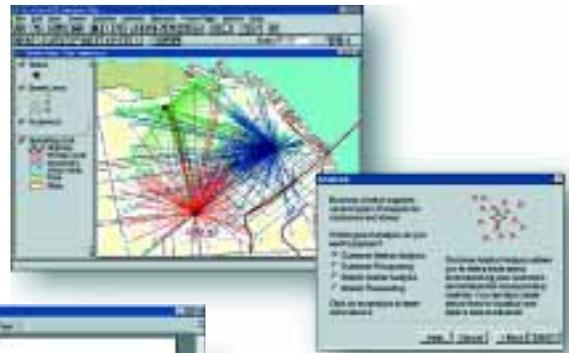
Business Success

Customer Market Analysis

Customer Prospecting

Store Market Analysis

Store Prospecting

Tools and Data for Better Business Decisions

Everything You Need, All in One Place

ArcView Business Analyst will change the way you do business by providing both the tools and data you need to be successful in this competitive information age.

You have already invested in building and maintaining your corporate databases. But where can you find current demographic information? Business locations? Household consumer information? U.S. streets? These data sets are usually sold separately and can be very expensive. ArcView Business Analyst *includes* an extensive suite of the highest quality data from industry-leading data companies. Whether your business addresses local, regional, or national situations, ArcView Business Analyst empowers you to approach almost any business geographics problem.
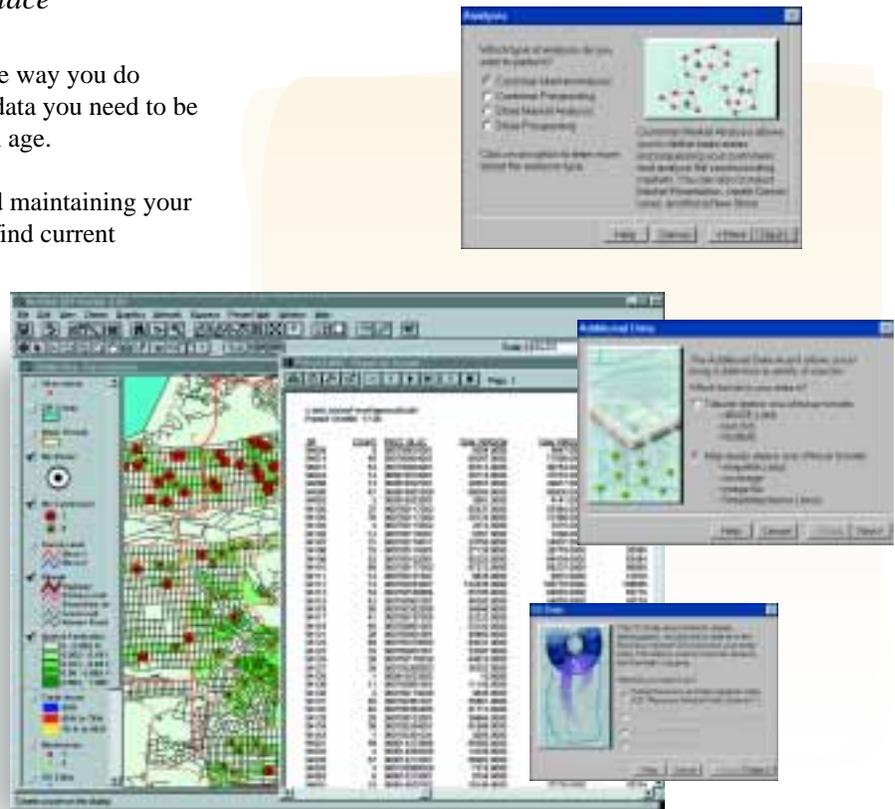
Tools and Data

Business Locations—Nationwide database of business locations with SIC codes, sales, and employee data from Dun & Bradstreet.

Dun & Bradstreet

Consumer Information—Nationwide household-level consumer information. More than 98 million households can be tabulated. Mailing lists can be ordered from Metromail based on the household criteria defined in ArcView Business Analyst.

METROMAIL

Demographic Data—Nationwide Urban Decision Systems, Inc., 1996 Marketbase Demographic Estimates. Includes 240 demographic variables for the current year with five- and 10-year projections by state, county, ZIP Code, and block group.

UDS

Street Data—Nationwide street database from Geographic Data Technology, Inc.'s Dynamap®/1000.

GDT

ArcView Business Analyst also includes

ArcView GIS—World's leading desktop mapping and GIS software.

ArcView Network Analyst—Allows for routing and drive-time analysis.

ArcView StreetMap™—Street mapping and address matching for the entire United States.

PresenTable—Presents analysis results in easy-to-read reports from Applied GIS.

QMS Geocoder—Takes your customer, store, and other addresses and locates them on a map. QMS Geocoder from Qualitative Marketing Software, Inc.

Customer Market Analysis

Businesses spend millions of dollars annually on focus groups, market surveys, and other marketing programs to find out where people shop and why they shop where they do. Customer Market Analysis lets you define your stores' trade areas and analyze the corresponding markets. The results of the analysis provide a foundation for implementing your marketing programs.

Market areas are defined by the distance customers travel to stores, or some other customer characteristic such as the number of visits per month or total purchases per quarter. You can calculate market penetration, locate untapped market areas, and discover market cannibalization problems within your trade areas. You can also determine whether to move existing facilities to a new location, open new ones, or perhaps even close some.
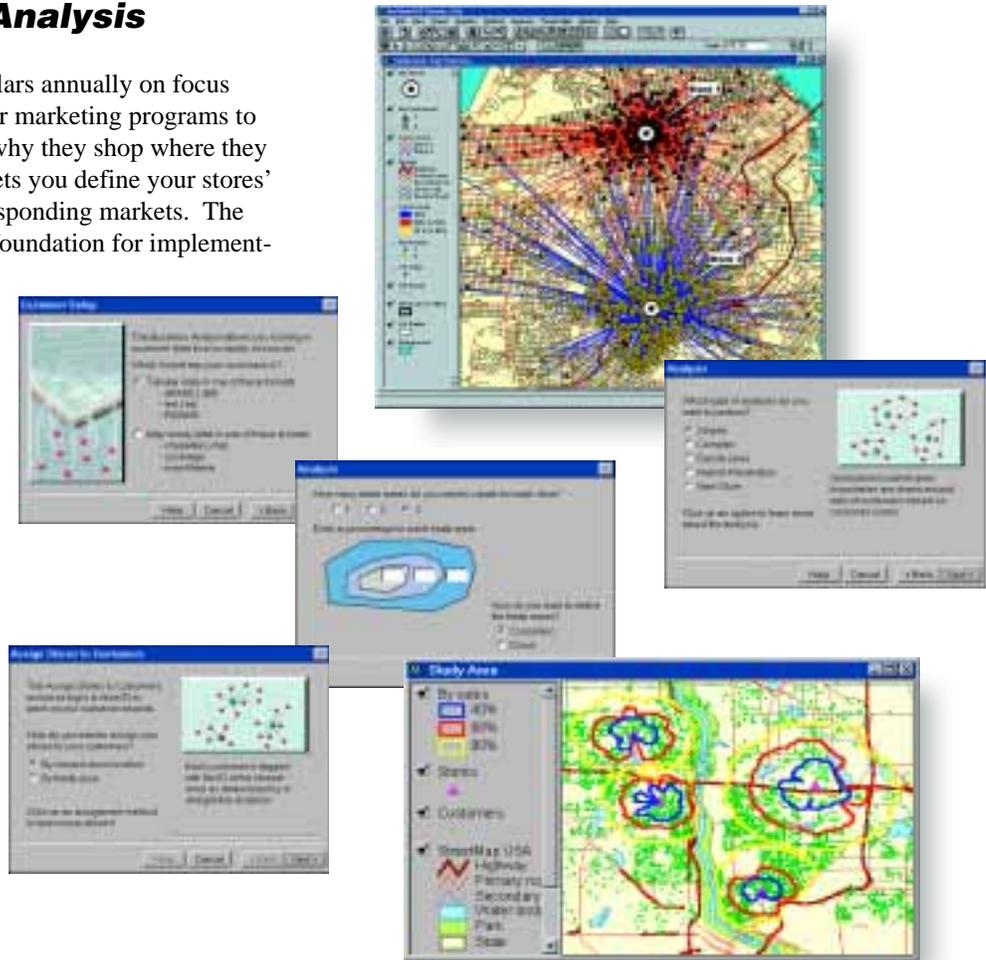
Case Study—Health Care

Helping Health Plans Help Others

Since no one can predict when and where accidents will occur, one can at least hope there is help nearby. Sound impossible? ArcView Business Analyst can help health plans determine where more facilities are needed, based on worker population, to ensure those injured on the job have a place to seek treatment.

One major managed health care plan specializing in work site injuries has 1,000 patients in the central core of a major metropolitan area. The health plan has contracted with eight acute care hospitals for providing all diagnosis and treatment of work site

related injuries. The health plan must continually assure both its existing customers and any new prospects that they will be able to receive health services convenient to where they work. The goal of the health plan is to maintain a network of geographically distributed providers within acceptable distances to its customers (patients). ArcView Business Analyst allows the health plan to evaluate, document, and map the accessibility of its provider network to existing customers and prospects.

"ESRI has done it again—provided a solution that makes sense and simplifies what I have to do. I like the fact that it's all in one place, ready to go."

Senior Health Care Planning Analyst

Customer Prospecting

Customer Prospecting enables you to locate areas with ideal demographic characteristics for targeting new customers. You can create profiles of your existing customers and target prospects with similar demographic characteristics. You can also formulate new profiles to identify prospects for test marketing your products and services to a new demographic group.

Customer prospecting is reported by a specified level of geography such as ZIP Codes, census tracts, census block groups, counties, states, and households. The customer profile is based on any combination of the 240 demographic variables included in ArcView Business Analyst. Areas where the population meets the required customer profile criteria can then be identified.

In addition, you can order household mailing lists for direct mail campaigns from Metromail, based on the customer prospecting results. Because the mailing list you purchase will include only those names that meet your customer prospecting criteria, you will reduce costs and increase response rates. The targeted audience for the mailing is narrowed to meet your customer prospecting criteria, so the total number of pieces sent to an area is reduced.
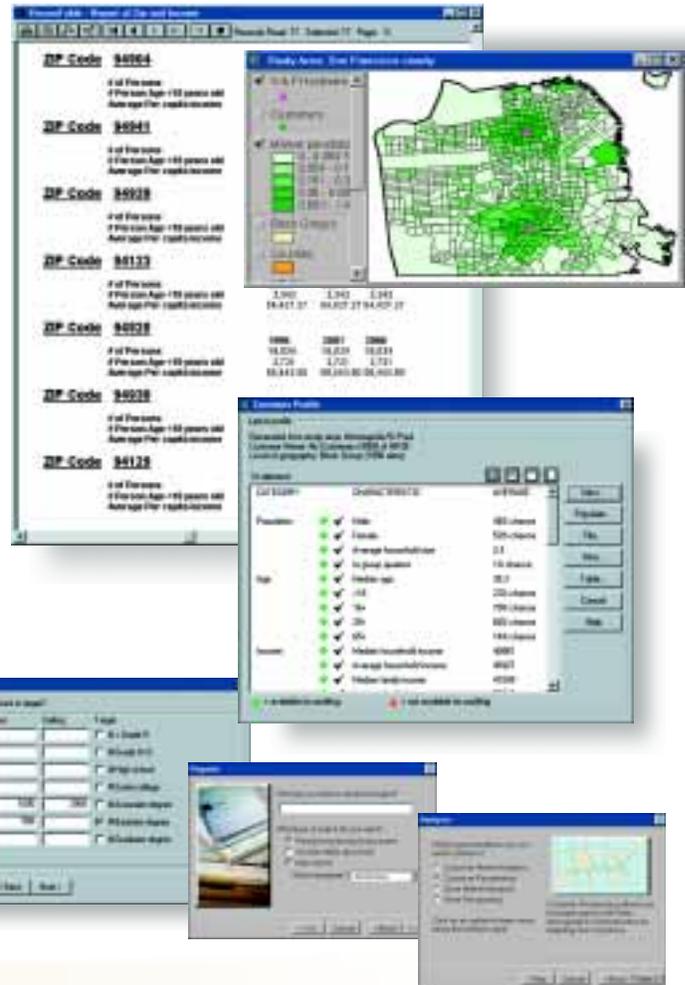
Case Study—Real Estate

Developer Gets to Know Target Market Before Taking Aim

Imagine looking at acres upon acres of barren desert in the southwestern United States and then instantly seeing lush green yards and parkways, an infrastructure of highways and byways—is it a mirage? No, it's a vision. One particular development company knew if they were to build retirement/resort communities, people would come. But first, the developer had to accurately target the right markets in order to contact potential customers. The firm looked to ESRI for solutions.

The builder knew that many current residents already occupying the first phases of the project were from the upper Midwest, but needed more data to launch a successful marketing campaign. ArcView Business Analyst is the number one all-inclusive off-the-shelf product to help business people achieve the best results.

The firm used ArcView Business Analyst to identify

concentrations of Midwest residents 55 years of age and over. After querying the included data sets for ZIP Codes of U.S. markets containing higher numbers of people, the developer then wanted to see which areas actually contained higher percentages of potential customers. Having more specific regions to target, the firm could then conduct analysis to determine the income levels and further refine the mass mailing. Knowing the lifestyles of the target audience based on the demographics and household survey obtained through ArcView Business Analyst the developer can personalize the brochures.

The developer saved time and money by sending fewer information packets out to potential customers, while actual sales increased over any previous marketing campaign. The project was a success, and the software used to get results was ArcView Business Analyst.

"*Business Analyst was giving us invaluable marketing information within minutes of installing the software. My biggest concern was what my competitors might be doing with Business Analyst.*"

President of a leading Real Estate
Investment Trust (REIT)

Store Market Analysis

While customer-based market areas require geocoded customer files, store market analysis tools assume you may not have a customer file. For example, some businesses deal only in cash-and-carry and do not collect customer addresses. Other GIS methods must be used to visualize, analyze, and evaluate business locations.

Store-based trade areas are defined by your choice of simple rings, data-driven rings, equal competition areas, and drive-time areas. Simple rings are used to create market areas around your stores based on distances such as one, three, and five miles. Data-driven rings are based on a value in your store database such as total sales or square footage. Equal competition areas (Thiessen polygons) are created by lines drawn half way between competing stores and assumes consumers will travel to the closest store. Drive-time areas are produced by the approximate travel time along streets. The nature of your business determines which type of trade area to use.
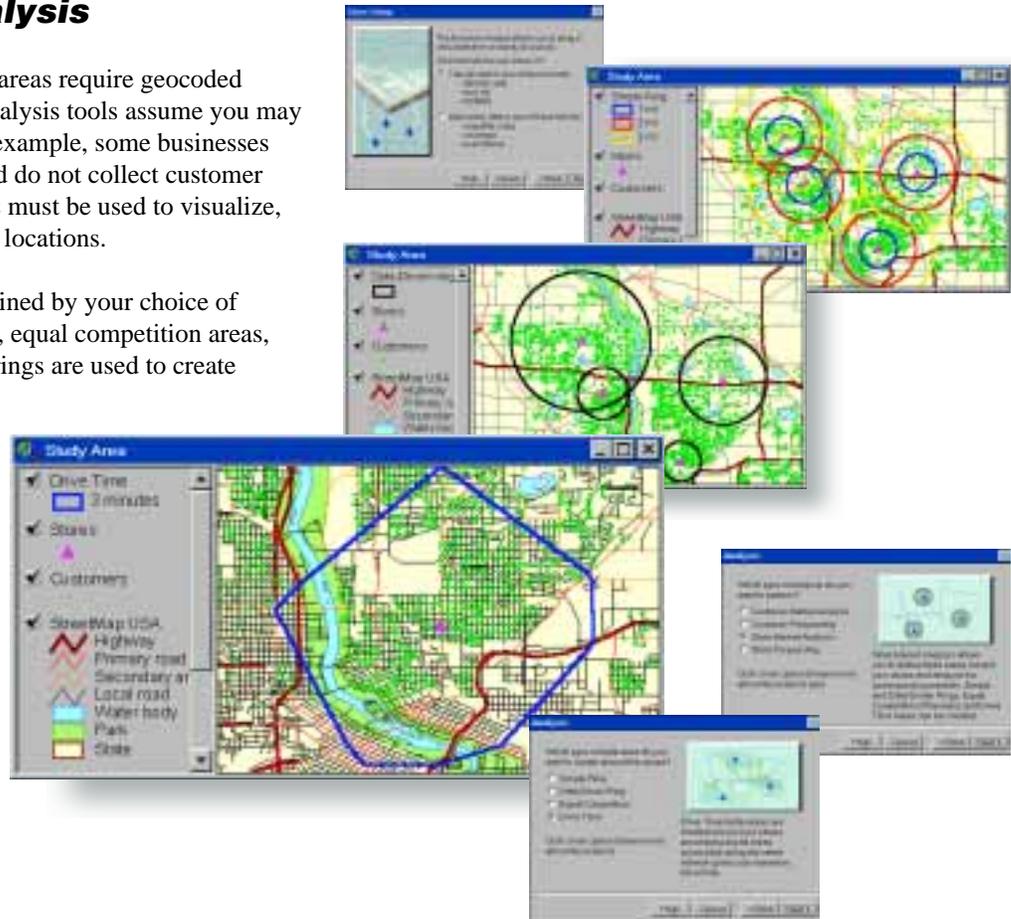
Case Study—City of Lake Elsinore

How Does Your Economic Garden Grow?

When the City of Lake Elsinore evaluated their economic development strategies against the competitive nature of many of their neighbors' business retention/attraction efforts, Lake Elsinore realized the need for an alternative. The City wasn't losing existing local companies to other surrounding cities, they just weren't attracting many new businesses. Rather than increase their recruitment efforts through an expensive marketing campaign, City officials for Lake Elsinore decided to focus their attention on nurturing the businesses that already operated in the City. In a proactive approach, the City's economic development department adopted a campaign known to many small Cities as "economic gardening." The plan would allow for a more "customer friendly" local government, with fast-track permitting, a knowledgeable staff, close collaboration with the community stakeholders, and a database of information useful to the local businesses and business owners.

Lake Elsinore wanted a database that could track demographics, identify store locations, conduct drive-time analysis, find people for target marketing, and perform spatial analysis of the City and its surrounding neighbors. Such information would be available to the local businesses as well as any new companies looking to relocate to Lake Elsinore. The City knew the importance of helping their local businesses grow, but what they didn't know was how they could obtain an immense amount of relevant information in one, easy-to-use computer program without having to invest a fortune in new hardware. Lake Elsinore looked to ESRI, and what they found was ArcView Business Analyst.

"What we wanted was a system that offered informational nourishment to our local businesses so they could flourish. And what we like best about Business Analyst is the value. It is cheaper to buy the software than it is to restructure or create a marketing campaign."

Marlene Best
Assistant to the City Manager
City of Lake Elsinore, CA

Store Prospecting

Store Prospecting enables you to search for new sites for your business. You can summarize the underlying demographics around possible new locations for comparison and analysis. Sites are prospected based on your choice of analyzing single or multiple locations.

Store prospecting allows you to evaluate a potential site location based on distance or travel time. You can specify the distance or travel time based on your experience at other sites in similar market areas. For example, you might choose to evaluate the demographics within one, two, and five miles or within two-, five-, and ten-minute drive times of the potential site location.
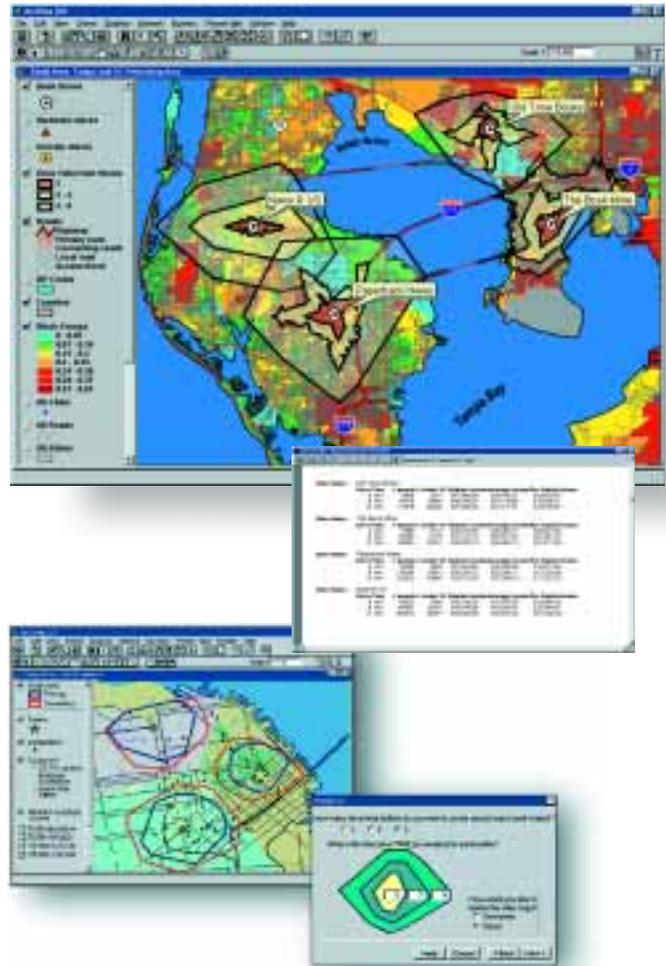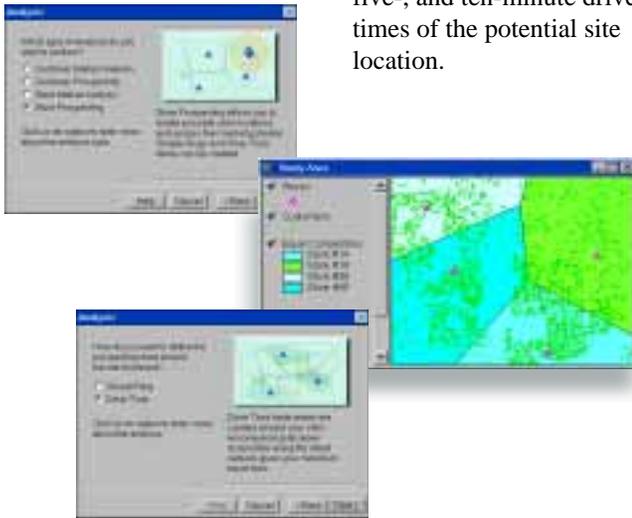
Case Study—Banking

Business Analyst Gives Visual Insight and Data To Bank On

In today's complex world of bank mergers, acquisitions, and branch consolidations, changes in the financial industry occur quickly. Timely analysis of pertinent market information is critical to being successful. Many financial institutions have invested extensively in information and have entire departments responsible for GIS analysis of branch performance and a branch's potential. ArcView Business Analyst gives banks the ability to leverage their data in a way to see a return on their investment.

One largely successful bank's distribution planning department regularly evaluates each of their branches. During one review the analysts used GIS to visualize their customer base, consumers' spending habits, and to identify marketing opportunities that may have been overlooked in the past. The analysts gained visual insight via maps of tract boundaries, streets, national landmarks, nearby competitors, and other

branch locations using ArcView GIS. Then, by integrating the plethora of ArcView Business Analysts information, the team could obtain an even better understanding of the financial status and buying trends of the customers in the area. Business Analysts data sets provided this bank's analysts with street data, demographics, business locations, and SIC codes and employee data from Dun & Bradstreet. Using a proprietary database to identify where customers conduct transactions and hold accounts was quickly and easily integrated, and the analysts had more time to make better banking decisions.

"By including all of the necessary analysis tools, street files, a comprehensive selection of data, and wizard-like step-by-step interfaces in one package, ESRI's Business Analyst has provided the financial industry with a tool for both the GIS novice and the sophisticated analyst to make better business decisions."

Craig Zarider
Vice President
Chase Manhattan Bank

Here for You

You get everything you need to begin mapping your organization's future when you acquire ArcView Business Analyst from ESRI.

As an ArcView Business Analyst user, you are very important to ESRI. It is our goal to help you use these business tools successfully. ESRI offers quick and convenient assistance with a team of highly trained personnel. Choose from a variety of available support solutions to fit your needs.

Availability

ArcView Business Analyst is available for Windows® (95/98 and NT). For more information or to order, please contact your local ArcView Business Analyst reseller or call ESRI at 1-800-447-9778; you can visit ESRI on the Web at **www.esri.com**

all you need

www.esri.com

Build upon a Solid Foundation

ArcView Business Analyst is built on ESRI's ArcView GIS, the world's leading desktop geographic information system (GIS). With ArcView GIS, you get the foundation of award-winning technology and innovation behind your business and the comfort of qualified technical support to assist you.

ESRI has almost 2,000 employees worldwide, 1,350 of which are in the United States at the Redlands, California, headquarters and nine regional offices. ESRI has a network of 14 international offices and distributors in more than 60 countries to serve our global user base.

ESRI is the world's leading provider of GIS software, according to computer industry analysts at Daratech, Inc., of Cambridge, Massachusetts. With 1997 sales of $259 million, ESRI is the dominant company in the nearly $1 billion GIS software market. The company was rated 34th in the *Information Week* 1996 listing of the top 50 software companies.

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