



AnySite.

The essential location intelligence solution for site selection and customer behavior analysis.



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*Please call your local representative for a list of Predictive Analytic application that are supported each country.

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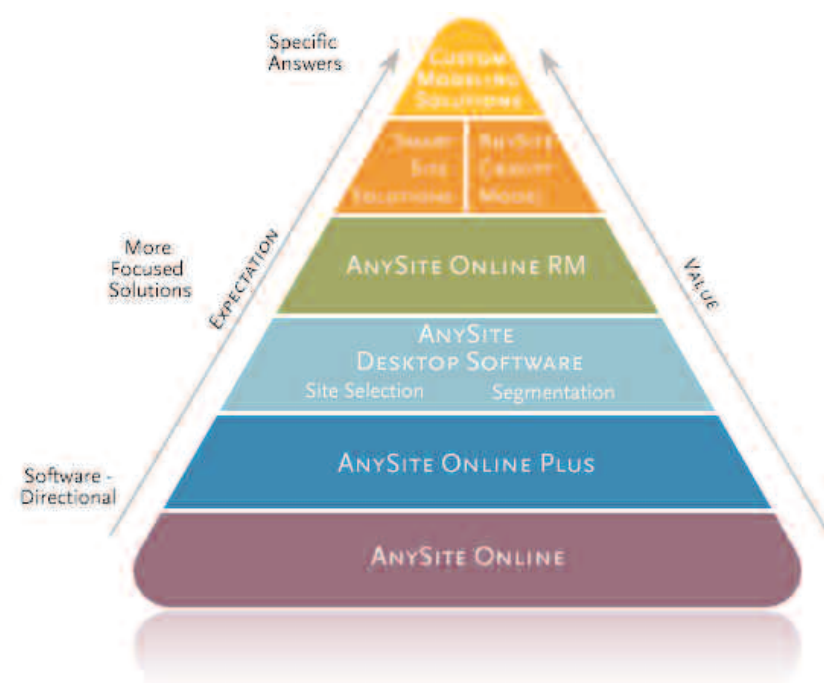
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The AnySite product family provides a variety of options to meet the varying analytic needs of organizations in retail, financial services, insurance and other location-enabled businesses.

AnySite has been the solution of choice for businesses ranging in size from Fortune 500™ industry leaders to start-up companies just breaking ground. AnySite was designed around the needs of companies making real estate decisions—with the goal of making it as easy as possible for them to perform site and market studies.

Using AnySite, industry professionals can analyze the relationship between site performance, market trade area demographics, customer profiles and competition.



SOFTWARE PRODUCT OFFERING

The AnySite product family provides a variety of options to meet the varying budget, deployment, and analytic business needs. The two primary core software options are AnySite Online and AnySite Desktop.

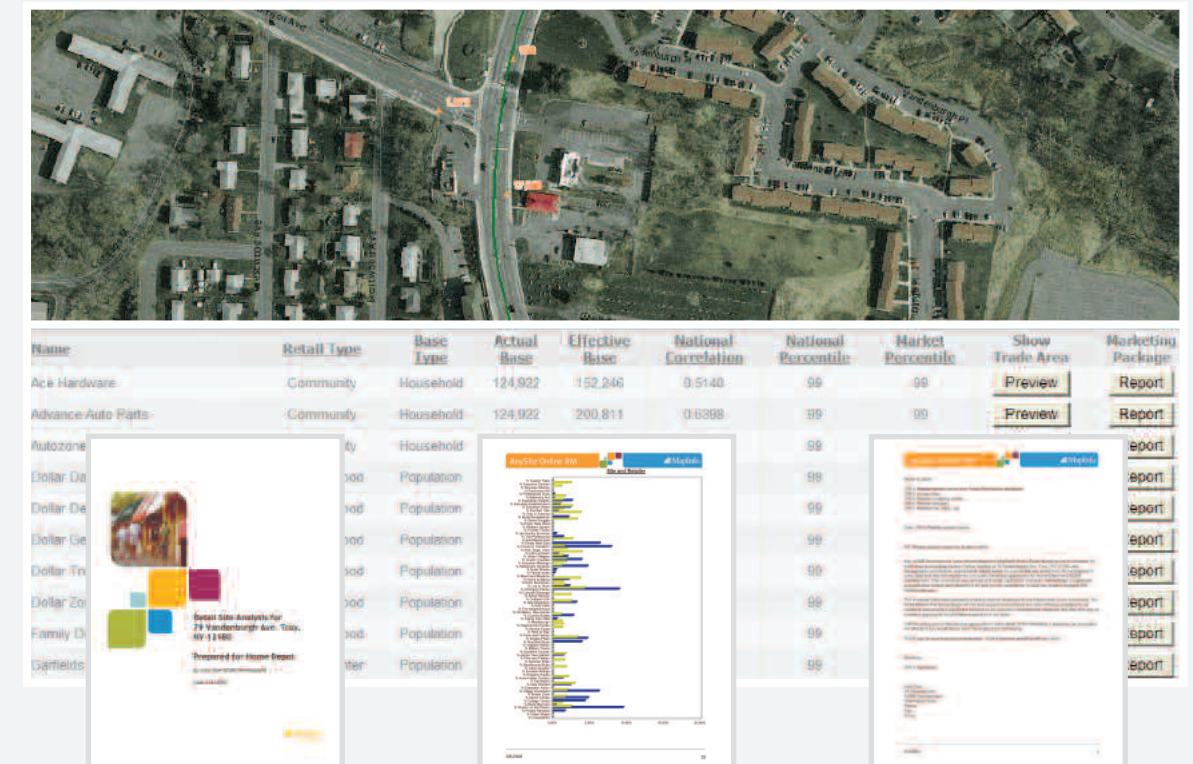
AnySite Online provides a basic tool for display analytics and the creation of presentation quality demographic site maps and reports. Traffic counts, aerial imagery, consumer expenditures, and PSYTE segmentation data can be added to AnySite Online to enhance its capabilities. AnySite Online can also be used for field deployment of the results of market studies from other AnySite products via the Internet.

AnySite Online Retail Modeling (RM) is the culmination of years of market research and predictive analytics development, distilled into an online solution that is powerful, intuitive and easy-to-use. It allows real estate

developers to identify and recruit the best businesses for their properties.

AnySite desktop provides a powerful yet easy-to-use solution for more complex multi-site trade area and market analyses involving extensive importing of proprietary data, transformation and querying. Business users gain new insights into their customer and markets to help determine the relationship between location and performance.

Finally, specialized **Predictive Analytics** models can be integrated into the AnySite desktop platform to provide the ultimate decision support capabilities for strategic real estate decisions. Using these models, real estate programs can be more proactive in their expansion and ensure that they are basing their critical capital expenditures on real-world customer data and proven predictive analytics methods.



AnySite Online RM study showing the retailers best suited for a location, along with customizable Retail Recruitment Report.

ANYSITE SCENARIOS

Restaurant Franchise

A rapidly growing restaurant chain's internal real estate department uses AnySite to analyze the performance of their locations relative to market demographics and competition. AnySite is also used to value, define and monitor the chain's franchise territories. Real estate analysts can evaluate sites to ensure that locations have demographic and competitive profiles likely to result in strong sales performance by comparing them to the trade area profiles of existing units.

Retail Chain

An established big-box retailer uses AnySite and PSYTE Advantage segmentation to profile their chain's best customers. With AnySite, the retailer's real estate department can evaluate new sites and recommend sale or non-renewal of leases for locations that don't meet their current profile - and identify new locations that are better suited for the chain. Their aging real estate portfolio continues to contain the best locations, even though market demographics and lifestyle patterns have shifted over time.

Commercial Real Estate Developer

The owner of an existing mall has experienced declining sales trends and vacancies in recent years. He wants to re-develop his property as a lifestyle center appealing to the lucrative Baby Boomers market. Using AnySite Online Retail Modeling (RM), the developer determines which retailers would be attracted to his location, based on market demographics. He then recruits the right mix of retailers to draw the Baby Boomer market segment. In addition, he uses the quality maps and reports he generated from AnySite in marketing literature to promote the value of a his location.

Financial Institution

A banking institution has multiple locations in diverse communities and needs an intimate understanding of the neighborhoods it serves in order to offer the most locally appropriate mix of products and services. AnySite and MapInfo demographic data deliver this level of understanding and improve the institution's customer acquisition and retention capabilities by improving the focus of sales and marketing resources. AnySite can also help financial institutions to choose better office locations and focus on sites which have the highest probability of success.

Insurance Carrier

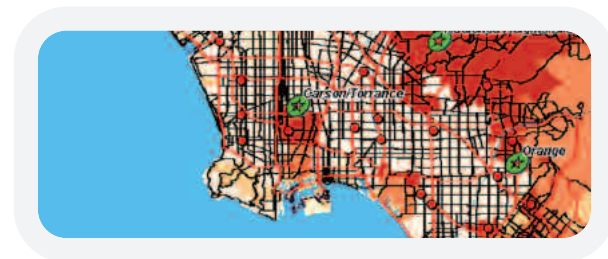
An innovative insurance company uses AnySite as an analytical tool for optimizing agent success in each trade area. Analysts can examine the dynamics of an agent's trade area and begin to quantify which variables have the greatest impact on agent sales performance and location potential. The carrier uses this information to increase success through existing agency appointments and by developing relationships with new agencies that are more aligned with their growth strategy. AnySite also assists the company by helping them determine the most optimal locations for their local office network.

KEY PREDICTIVE & DISPLAY ANALYTICS NEEDS

Predictive Analytics Modeling – Prioritize Sites & Markets for Expansion, Identifying the Best Build-Out Strategy

Modeling solutions can be deployed via the AnySite software platform to help organizations develop more proactive and profitable expansion strategies. Analysts can determine the best markets and the optimal number of sites within those markets in order to maximize their network, whether that means building new locations, consolidating branches or filling in gaps that exhibit high potential. They can identify and rank viable sites based on use-defined criteria such as minimum new sales and maximum allowed sales transfer thresholds. Advanced custom modeling solutions even account for site-specific performance variables and can provide detailed pro forma site sales forecasts.

For real estate developers, Predictive Analytics models can be used to identify and attract the ideal tenants for properties based on the business's preferred trade area profile.



Smart Site Solutions "green field" analysis showing best new store deployment (shown in green) within a new market given parameters for minimum distance between sister locations (>10 miles), and minimum new store sales (>\$8.5M), with thematic shading of sales potential.

Index Reporting

Create meaningful and visually insightful reports for your trade areas that show customer profiles in relation to location data. Index areas can be defined by individual or a summary of standard units of geographies such as counties, states, custom trade areas or by a combination of site trade areas. Additionally, users have the ability to insert charts, graphs and maps into any report.



This Hotspot map displays weekly individual and household incomes around a candidate site location and shows varying drivetimes around that location.

MapInfo Corporation®
Top 10 Stores Indexed
Prepared by: AnySite

1/10/07

Study Area	% Population Change 2000-2005	Index	2005 Median Household Income	Index	% Households with >100K Income	Index
Top 10 Stores by Site	-1.86%		\$67,476		32.92%	
1 Future Location 1 2 Mile Ring	0.80%	-36	\$47,845	51	18.79%	47
2 Future Location 2 2 Mile Ring	1.90%	-106	\$37,325	45	11.87%	55

Tabular report corresponding to mapped index report of future locations with 2 mile rings.



Trade area analysis showing store sales by census tract, thematically mapped by sales volume.

Performance/Site/Trade Area Analysis

Analyze the relationship between performance and market trade area demographic characteristics using rings, drive times or custom regions to gain new insights into customers and markets. Intersect these areas with revenue, potential/trend data, business data, shopping center, traffic count as well as many other available demographics and firmographics in order to measure site performance and potential. In addition, proprietary or third party data may be integrated for further analysis.

BUSINESS FEATURES

Reporting

Add new power to your analysis with enhanced reports allowing you to communicate your results through charts and maps as well as data. Reporting features allow you to define both the set of variables that are critical to your business and your default trade areas or potential site locations while presenting them in an appealing and insightful way. Export your presentation quality maps to any of the popular graphic formats including PSD, PNG, JPEG, TIFF and EMF.



Quick view report showing PSYTE segmentation clusters within a 5 minute drive-time trade area for a potential site being analyzed.

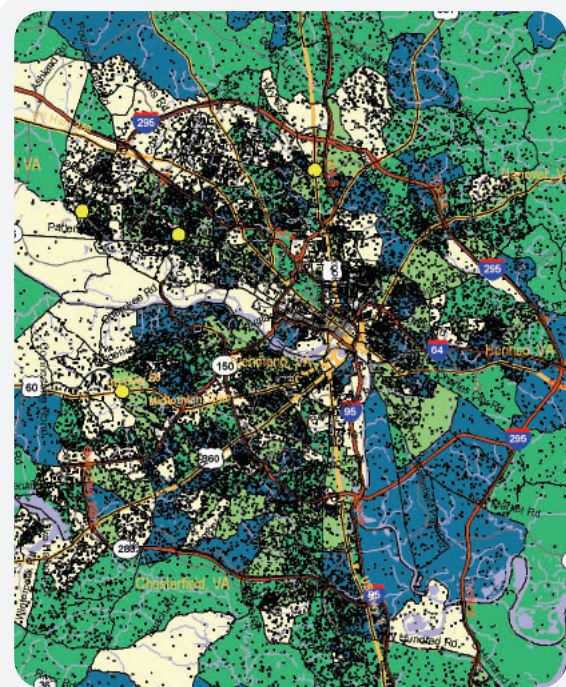
Publishing

Securely publish your own location and/or region data including customer, site or competitor points into your AnySite Online account for reporting, mapping and analytics. An intuitive wizard provides you with greater flexibility and ease in the maintenance of your proprietary data.



Analysis

Hunt for answers in your data with standard and spatial querying to identify relationships and trends. Raise your analysis to the next level and visualize spatial relationships with a technique called thematic mapping. You can shade country-specific administrative regions or custom-defined trade areas with information from a database or spreadsheet of data like customers, revenue or performance. By overlaying competitive data, you can even assess the impact competition is having on particular areas.



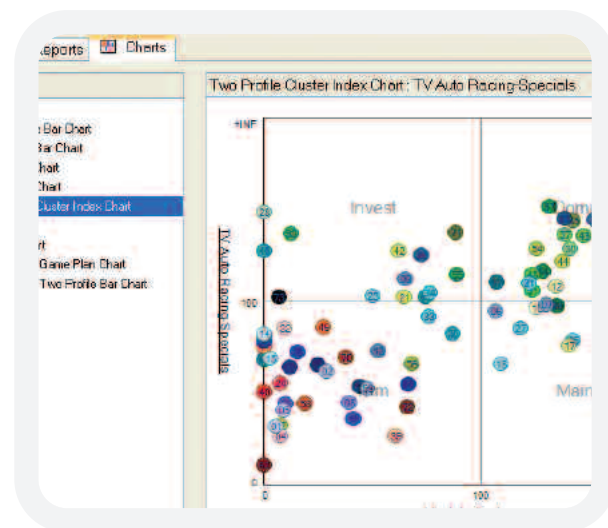
Index report showing effective customer densities (dot and thematic), and shopping center locations within a market.

Segmentation

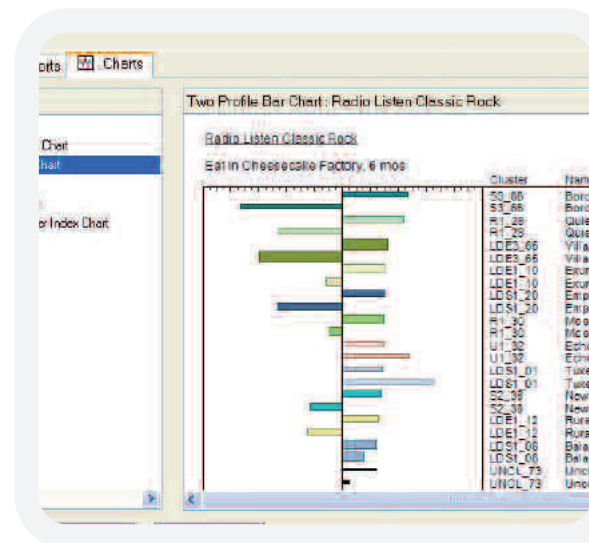
Marketers can better target advertising, direct mail and other marketing programs to the specific customers who are most likely to buy particular products or patronize certain locations. AnySite utilizes MapInfo's PSYTE Advantage segmentation system to profile customers based on demographics, lifestyle attributes, media and consumption patterns.

Gravity Modeling

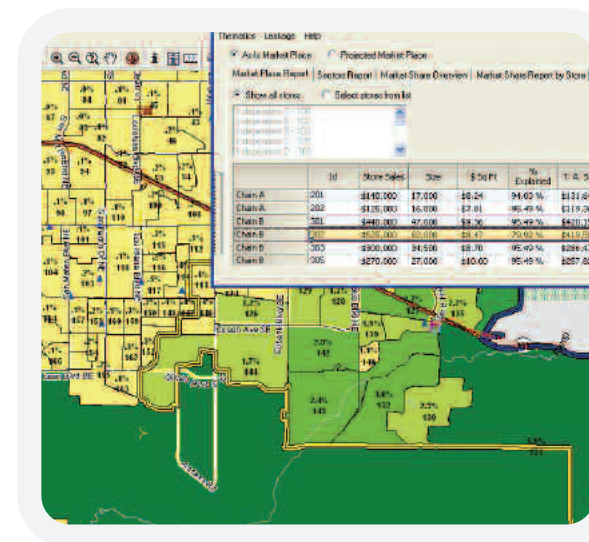
Enables retailers to determine realistic trade area descriptions, forecast sales and estimate sales transfer for existing stores, competitors and potential locations within a defined market. AnySite gravity modeling combines all the best aspects of traditional gravity modeling with the spatial, reporting and analytical expertise of MapInfo Predictive Analytics.



Determine who your core customers are and those who have the most potential of converting to a more frequent customer.



Identify the correlations between two customer profiles to understand what your client likes to read, watch, listen to and purchase.



AnySite Gravity Model market study for supermarket chain to find the best site for a new location.

Trade Area Definition

AnySite includes many powerful productivity features to enhance the ability for you to select a site or sites and generate the trade area(s) automatically. Place site locations and define trade area locations directly within AnySite. These can be derived from corporate databases and/or MapInfo tables. Using AnySite in conjunction with aerial imagery will enable you to realize rooftop-level accuracy of your location points and trade area boundaries. Study multiple areas by selecting any combination of: Rings, Drive Times or Custom Regions – you can even adjust your drive times based on traffic conditions.

TECHNICAL FEATURES

Data Integration

AnySite's open architecture allows users to connect, retrieve, report and map any information from their proprietary or third party data sources that are needed to analyze trade areas quickly, easily and accurately. In addition, AnySite's built-in user security allows administrators to lock down access to sensitive data.

Data Vending

Users can easily export any subset of licensed variables for any level of geography. The level of geography available varies worldwide. Examples in the United States include ZIP codes, census tracts for any coverage – U.S., state, county, groups of states or counties, etc. Data can be exported in .dbf, .tab and other common file formats.

Deployment Options

AnySite Online offers affordable, mission critical analysis via the Internet or Intranet with unlimited access through a monthly or annual subscription. AnySite Desktop is easily deployable across a number of configurations including LAN, WAN, thin client and browser-based environments.

Tight Integration with MapInfo Professional®

Users can create MapInfo Professional workspaces and launch MapInfo Professional from AnySite. This integration provides an efficient transfer of all mapping layers and settings to MapInfo Professional so users can perform more complex GIS analysis.

INTEGRATED DATASETS

Depending on the version of AnySite, it comes packaged with data out of the box to get your analysis up and running quickly. Some other specialty databases that can be included: Business Summary, Consumer Spending Potential, Consumer Behavior (MRI), Lifestyle Segmentation, Aerial Imagery, CrimeRisk, etc.

There are also many other location databases, cartographies, and industry-specific firmographics available. Such as: Business Locations, Restaurant Locations, Shopping Centers and Malls, Traffic Counts, Aerial photography, and more. AnySite integrates with an extensive online library of aerial imagery, so users can quickly download the most detailed and up-to-date aerial views of the areas they are analyzing.