



AnySite[®] Australia

Comprehensive Application
Providing Insight for
Location-powered Data
Analysis - for Decisions
with Confidence

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Powerful capability for robust analysis by removing guess work and helping organisations uncover valuable insights around their locations, customers, markets and communities.

The AnySite Australia application delivers powerful capabilities to identify and assess markets with the greatest potential for your organisation. Whether you are a retail business wanting to rapidly evaluate the viability of a new bricks and mortar site, a franchisor defining viable trade territories or a government agency needing to determine community service delivery investments, AnySite brings the right mix of valuable content with the functionality to analyse it in an intuitive and rapid way. AnySite helps you understand:

- Which locations look most attractive and provide the highest chance for success?
- How many sites can each territory support?
- Which markets have the highest concentration of target customers?
- Where is the growing demand for community services in relation to existing services?
- How far are people travelling to access services?
- How to rapidly derive a business gain from the use of complex demographic statistics and market segmentation models?

Why AnySite?

The AnySite application is an essential decision support tool for leaders in the retail, restaurant, real estate, telecommunications, financial services and public sector industries. When organisations need the ability to perform fast, powerful analysis on their business using geo-demographic principles and data then AnySite is the application of choice.

AnySite presents the user with seamless capability required to be location, customer and community intelligent. As a snapshot AnySite empowers you to:

- Instantly access data such as:
 - > Over 12,500 demographic variables from the most recent ABS Census 2006
 - > Estimated and projected populations, households and incomes at a neighbourhood-level for the current year, five years and 10 years in the future
 - > Consumer spend estimates for more than 100 spend categories
 - > Lifestyle segmentation classifications
- Create catchment boundaries using a variety of boundary creation approaches including drive time technology
- Interact with high quality maps to perform analysis
- Integrate your business data, using a variety of sources, such as Oracle, SQL server, MS Access or Excel
- Flexible, powerful reporting of key statistics and maps for confident decision making
- Automate work flows for hands free analysis and reporting.

Since its first release in 1992, AnySite has been the software of choice in the U.S. for businesses ranging in size from Fortune 500 industry leaders to startup companies. Pitney Bowes Business Insight launched AnySite in the Australian market in 2007 and fast became the geo-demographic application of choice across both businesses and government agencies. Today we have more than 140 customers in Australia relying on the capabilities of AnySite to assist with site selection, location and service catchment planning, territory management, future service delivery and emergency response management.

Platform for Growth

AnySite provides organisations with a platform to extend and enhance their predictive analytics as their business needs change. Whether it be a need for expanding into customer segmentation, integrating consumer spend indicators or establishing a completely bespoke model that predicts their specific business drivers, AnySite is the perfect platform to deliver the right type of capability for the business task at hand.





Just the Facts to Help Support Decisions

Detailed maps and reports, which can be customised to the analyst's needs, are available for every study. Incorporate proximity analysis with targeted demographic variables to uncover hidden trends. Then, report those trends for fast decision making.

Making Sense of Your Location and Customer Data

Many organisations have large amounts of internal data, collected over many years. This data is unique and is an invaluable resource if analysed using the correct tools. AnySite can bring together that unique data, correlate it with other high-value data contained with the system and present revealing, invaluable insights about your customers, markets and communities at large.

To some of our clients AnySite is like a magic wand, offering geographic visualisation and reporting capabilities which are intuitive, rapid, effective and far superior to the traditional GIS applications and spreadsheets commonly laboured over. AnySite reduces analysis time but increases actionable results - this equates to more time on strategic implementation and less time on labour intensive, repetitive tasks in the strategic planning phase.

Simplicity is a key trait of AnySite. It is designed to support a wide range of users with varying technical skills, from the general manager to property analyst. AnySite is extensible and can interact with both out-of-the-box and custom models, which can be used for sales forecasting, customer profiling and estimating demand to name a few. This allows AnySite users to select the level of sophistication they wish to employ for their analytical work.

Industry Applications

Government

AnySite is used across all levels of government in Australia. For instance, in local government AnySite is used to deliver on a number of strategies identified in the Council plan. Some councils use it for defining service catchments, service planning and creating site location strategies to identify gaps in community service and social infrastructure. AnySite is also used to undertake social impact analysis of communities affected by emergency incidents and to appropriately plan emergency response.

Finance

Leading banks in Australia use AnySite to help with their retail network product strategy. This involves determining the best product mix for a branch location by considering the demographic profile of an area and the customer base within it. A common need in the financial services sector is an intuitive, user-friendly and repeatable means of managing territories, along with the ready viewing of these territories.



Insurance

A client in the health insurance sector uses AnySite as part of a solution to integrate and efficiently deliver services to their customers. AnySite is used as a means of understanding the types of services in demand by their customers and to appropriately identify clinics for partnerships to deliver services. Particularly, with the addition of the segmentation capability within AnySite, users are now able to profile their customers and look for cross selling opportunities of other products and services within their base.

Telecommunications

AnySite is used by telecommunications organisations to prioritise distribution or coverage areas according to socio-economic factors and the likelihood of adopting new products and services. This allows for rollout of new technology, updating of the network and generating an appropriate ROI. A leading telco is also using AnySite to help with consolidating their retail presence, as well as profile service catchments of proposed stores. This allows organisations to compare results with existing locations to better understand the potential and expected outcome of new locations.

Retail

Leading retail organisations in Australia with outlets into the hundreds rely on AnySite for their site selection and site assessment strategies. AnySite facilitates rank and scoring of stores using a number of key performance indicators like the type of products sold and overall sales generated from each outlet. This allows them to identify best practice operations in their retail network, as well as those stores under performing in relation to the location's potential. AnySite is also ideal for franchisors, as it allows for a sound and justifiable approach when classifying and assigning franchisee territories using local demographic data and other relevant territorial and business data.

Total Solution Designed to Give You Powerful Business Insight

Complete Out-of-the-Box Solution for Robust Analysis and Location Planning

Powerful Reporting to Access and Compare Results

The AnySite application is an easy to use and powerful report analysis tool. This enables the user to view demographic and location reports created by AnySite, for a specific location or area. A wide variety of reporting options are available to compare site and territory performance against a location's characteristics or against preferred benchmarks.

Easy Preparation and Processing

AnySite makes it easy to import business data from a variety of sources, then incorporate it into the system for analysis. This helps generate powerful insights of your customers, markets and communities at large.

Integrated Geocoding, Drivetime and Street Data Powered by Location Intelligence

AnySite is equipped with an address geocoder and has integrated drivetime catchments capability using the latest street network, which makes it a complete end-to-end solution for demographic analysis and site selection.

Traditional analysis tools are restricted to linear distances, whereas AnySite provides the additional dimension of time to complete distance buffering capabilities. AnySite is updated annually and takes into account new and updated roads, including private estates, which can result in newer markets and opportunities being created.

AnySite employs extensive Location Intelligence capability to not only get your business data on the map but to facilitate unique and powerful proximity analysis with relevant market characteristic data.

Business data is put on the map using geocoding, built into the application. High quality maps are provided as the canvas on which to perform your site or territory analysis.

Powerful proximity analysis can be performed using drive time catchment algorithms integrated into the application. The user has control over specific parameters like distance to be travelled or time zones to be studied. The analysis is

based on major roads and highways across Australia. However, for further granularity or analysis and richer results, upgrade to the full-detail drivetime network.

Power Your Analysis Between Census Years

Since the Australian Bureau of Statistics' Census is held at five year intervals, Pitney Bowes Business Insight compiles and releases Estimates and Projections (E&P) data so users have up-to-date information to interrogate. E&P is critical for users that need an estimate of population, housing and income for the current year, as well as projections into the future. E&P is updated annually, released for the current year, and five and ten year periods. Every release of E&P includes a comprehensive assessment of current data against a number of other data sources, including and not restricted to: Estimated Residential Population (ERP) from the ABS, births/deaths, building approvals, land release programs, and interstate and overseas migration.

Automate and Save Time

One of the most powerful features of AnySite is the batch processing capability, where a user can generate hundreds of maps and reports in one session. It can create presentation quality output or databases at the trade or service area level for every location submitted in the batch process. AnySite helps the user spend more time analysing the site information and less time gathering and generating the required output.

Territory Definition Made Easy

Users can define trade areas based on their specific business rules. Using customer specific data AnySite can find the greatest concentration of critical variables relevant to the analysis in a matter of seconds. As an example, AnySite can define a trade or service area where 75% of sales originate, or determine the drive time catchment where there are 5,000 households with children between 0-4 years. Postal areas are another common building block for territory definition employed by AnySite users.

Hot Spots for Targeting

The hotspot analysis tool allows the user to highlight or rate regions based on specific criteria. The user can define multiple criteria which are of interest, and subsequently



Who Are Your Customers?

If you do not know who your customers are, how can you target them? How can you find more like them? Use extensive demographic profiles, community segmentation profiles, spending habits, and competitor locations to enhance your decision making insight.

view the results, colour-coded on the map by form of hotspots. The user is able to enhance the analysis with the gradient hotspot which enables the user to also assign a weight to the selected criteria, which helps to further refine and filter the analysis.

High Quality Output

Presenting results from AnySite is crucial. Once your analysis is complete you have the ability to generate impressive output through an array of popular image formats. There is also the ability to integrate dynamically with MapInfo Professional® if more elaborate cartographic control is required.

Facts in a Flash

AnySite also allows the user the option to create Quick View reports using variables that are critical to the business and the default trade and service area defined. These reports cut down the number of clicks even further, down to just a single click and provides instant access to the data that is critical to your analysis.

More Power and Sophistication

Profile and Identify Most Profitable Customer Segments

AnySite also offers the Segmentation Plug-in as an optional module which can take predictive analytics to an even higher level of sophistication. By understanding the proverb 'birds of a feather flock together' users of AnySite can employ market segmentation to understand identifiable community clusters that have distinctly

different characteristics. This is important when such characteristics affect how customers interact with your business. Understanding these cluster characteristics of your customers and where these community clusters reside is a powerful way to understand who your valuable customers are and where you can find more like them.

Know Who's Spending on What and How Much?

The Consumer Spend Potential (CSP) add-on data pack for the AnySite application provides analysts and marketers with powerful insights into the spend capacity of markets. The CSP dataset compiled and released by Pitney Bowes Business Insight is based on the current year and offers estimates across 107 spend categories and sub-categories.

Get Intimate with Custom Modelling

If the business need calls for an individually crafted predictive solution that is built solely with your particular business problem in mind, then Pitney Bowes Business Insight can provide these modeling services. Such individual solutions are then integrated into the AnySite product as custom models, specifically driving AnySite to match your unique business drivers.

For more information about the AnySite application, visit us at www.pbinsight.com.au or call **+61.2.9437.6255** today.

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