



# PRODUCT DATA SHEET

## AnySite® Australia v9.0

FLEXIBLE, EASY TO USE AND  
POWERFUL – MAKE INFORMED  
DECISIONS WITH CONFIDENCE

## Product Overview

A powerful demographic analysis and business intelligence application, AnySite® Australia helps organisations uncover valuable insights about their customers, markets, site locations and more.

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 an analytics department looking to better understand your customers, AnySite combines ease-of-use with powerful functionality to rapidly improve your analysis capabilities.

## Benefit

One of the key benefits to AnySite is its ability to bring together all available data sources into the one interface for analysis. Data available immediately out-of-the-box includes:

- Forecasted population and income projections for 2011, 2016 and 2021
- Over 12,500 demographic variables from the 2006 ABS Census of Population and Housing
- Household expenditure estimates for every Census Collection District in Australia (fourteen categories of expenditure are classified and broken down into more than 100 sub-categories)
- Lifestyle segmentation classifications, using CAMEO Australia.

In addition, your business data can be readily linked to AnySite, allowing you to connect, retrieve, report and map any information from your proprietary databases with ease.

Rather than having to spend time creating complicated spreadsheets for extracts to upload to a server, AnySite allows you to link directly to where the data is stored within your organisation, thereby enabling a dynamic view of your business information and greatly reducing the maintenance overhead required.

## 2011 CENSUS DATA AVAILABILITY

Users of AnySite will soon be able to access data from the 2011 ABS Census of Population and Housing. For further information, please contact us.

## EXPECTED ROI

AnySite helps organisations answer questions such as:

- What is the demographic profile of my customers?
- Where should new store locations be placed?
- How many sites can each territory support?

By automating many of the key processes, end users are able to spend more time examining the results and asking new questions, rather than generating the output itself.

## Added Value

### Powerful Reporting

Export customised reports at the click of a button to a variety of formats, including Microsoft Excel, Microsoft Word and .CSV.

### Territory Definition Made Easy

Users can quickly import and define trade areas based on any chosen geography. For example:

- Import postcode-based territory definitions from Excel to immediately view on a map
- Define a trade area where 75% of sales originate
- Define a drive time area where there are 5,000 households generating in excess of \$100k per year.

### What Do Our Clients Have to Say?

*"Our property investment strategy is dependent upon correctly assessing the potential of a proposed location by making use of all available data sources. AnySite allows us to not only report on detailed demographic information, but also link to our own internal databases for rich reporting and map production."*

**LISA LUNNEY, MANAGER, MARKETING & COMMUNICATIONS, ANGLICAN RETIREMENT VILLAGES**

*"AnySite has been a sound investment for the Mapping Centre team at CBRE since we came on board in 2007. Utilising the site selection tool, it's allowed our internal business to become well-informed, in an efficient manner, about the catchments surrounding the properties we're involved in. This has been embraced by our clients and certainly allowed a competitive edge in the marketplace."*

**MICHELLE CIESIELSKI, HEAD OF MAPPING CENTRE, CBRE**



Understand how well a site's trade area meets your target market, such as consumers with a high disposable income.

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## PRODUCT INCLUSIONS

- Integrated street network and aerial photography
- Drivetime catchment creation
- Batch processor to automate actions and save time
- Thematic mapping and hot spot creation
- Projected population and incomes for 2011, 2016 and 2021
- Over 12,500 demographic variables from the ABS Census of Population and Housing.

## Specifications

- Windows 7, Windows XP, Windows 2000, Windows Server 2003
- Citrix deployment
- Local Installation (single user)
- Network Installation (multiple users)

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