

Wireless Service Provider Saves Time, Increases Accuracy When Analyzing Retail Markets

Challenge

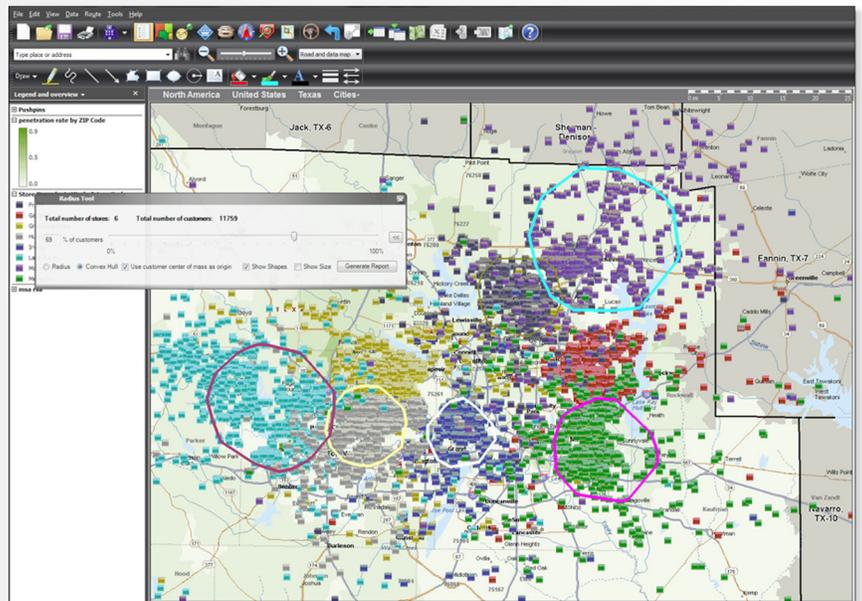
A leading wireless service provider was seeking a mapping solution for its retail area development department. The tool would be used to view and analyze a large amount of customer records in regional U.S. markets. One requirement was that the tool be based on the Microsoft MapPoint platform, which was already being used in his department.

The goal was to perform proximity analysis showing where each retail store's customers were coming from. The tool would need to produce reports that could be used to understand the impact of opening or closing stores and help decision makers choose where to locate new stores in places where market gaps existed or consolidate stores in cases of market coverage overlaps.

Solution

The service provider found SpatialPoint during the Web research phase of vendor selection and was immediately impressed with the SpatialPoint team.

"I had a specific idea about how we wanted to look at the data," the retail development manager said. "I was able to describe it to SpatialPoint and they understood right away what to build. They were very easy to work with and clearly had the capabilities we needed."



SpatialPoint is a Microsoft Gold Certified Partner, with expertise in building custom applications and providing consulting services for MapPoint and the Microsoft Bing Maps for Enterprise platform.

SpatialPoint developed new functionality for MapPoint that made it easy to handle large data sets, conduct proximity analysis around multiple locations, and produce reports that provided business intelligence for decision makers.

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Results

“We’re able to quickly see a lot of data on the map,” the manager said. “It’s easy to draw the shapes that encompass a store’s trade areas based on any percentage of that store’s customers—and then perform proximity analysis.”

One of the biggest advantages to the system is time savings. “We can perform an accurate, comprehensive analysis so much faster now. What used to take a week, now takes an hour.”

The retail development manager said that time savings adds up quickly because the requirement to perform market analysis and optimize the retail store network never ends. “The questions keep coming up. Should we add a store or consolidate stores? What is the impact of another store? How much of the market are we serving or missing? What’s our penetration rate? And now we have the solution to answer those questions accurately and quickly.”