

AnySite[®]

Uncovers the Link Between
Trade-Area Demographics and Site Potential



A versatile location intelligence solution designed for pinpoint market analysis and site selection.



Since 1992 many successful businesses have made better-informed decisions on site selection, market analysis, property investments, localization of retail formats and store-network planning using AnySite.



Understanding the relationship between trade-area demographics, customer profiles and competition is essential to optimal site selection – and business growth.

Product Overview

Select and manage sites based on true market potential.

AnySite is the essential decision-support solution for analysts and executives looking to uncover the relationship between trade-area demographics and site potential. Now you can make better-informed decisions on site selection, market analyses, property investments, localization of retail formats and store-network planning.



AnySite's usability enables businesses like yours to choose optimum location for maximum performance, based on the most current trade-area demographic characteristics. With improved mapping and Excel-based reporting, AnySite enables intuitive usage of the most detailed proprietary and third-party data sources available for any market, anywhere.

Benefit

Added functionality drives enhanced results

AnySite delivers advanced customer profiling and powerful analysis capabilities with an easy-to-use mapping interface, now powered by Bing™ maps. Integrated demographic and segmentation data provides precise demographic, behavioral and life stage characteristics.

When integrated with Groundview[®] demographics you also benefit from MicroBuild[®], the industry's leading measure of U.S. households. Groundview provides a current, accurate, and precise measure of households, where they are, and who they are.

AnySite offers household segmentation data with MicroBuild_{HS}, powered by Personix[®]. Personix[®] is a lifestyle segmentation system that clusters all U.S. households into 70 clusters and 21 life stage groups. MicroBuild_{HS} is available in AnySite as distributions and as an integrated component of the Segmentation plug-in.

With AnySite, you can analyze relationships between performance and demographic characteristics using rings, drive times or custom polygons to gain insights into customers and markets.



Added Value



Sophisticated Reporting

AnySite offers a variety of reporting styles to support its robust content, such as location, summary, detail, comparative and Index reports. All of these customizable reports can be easily created using AnySite's Report Editor, with the added ability to quickly incorporate graphic elements including charts, graphs and maps. AnySite offers Excel reports for even more flexibility in reporting and analysis.

Data Integration

AnySite allows you to easily and efficiently import most proprietary or third-party databases. You'll be able to open and analyze data held in industry-standard databases (such as SQL Server and Oracle) or data held in spatial formats (such as MapInfo TAB files).

The AnySite Data Manager allows you to import your proprietary data into the AnySite Data Engine and perform calculations across demographic and proprietary data. Similarly, the Data Manager also allows users to distribute their own proprietary data into multiple data formats.

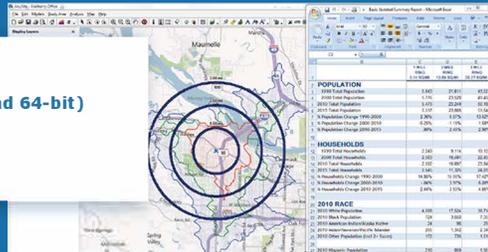
Personalized Mapping

When you need to scan and screen sites at a glance, AnySite's Quick-view Reporting makes it simple. You define the set of variables critical to your business and the default trade area you wish to view.

Click anywhere on the AnySite map to get information instantaneously. You can create custom thematic shade maps based on standard variable or custom user-defined terms.

Compatibility & Operating Systems

ANYSITE SUPPORTED OPERATING SYSTEMS



- Microsoft Windows 10 (32 and 64-bit)
- Microsoft Windows 7 Professional (32 and 64-bit)
- Microsoft Windows Server 2012
- Microsoft Windows Server 2008

AnySite Product Features

- Bing™ Maps integration delivers more contemporary mapping functions
- Web publishing allows you to share your desktop work product to a distributed audience
- Excel reporting allows you to deliver personalized reports in a familiar format
- More accurate demographic information from MicroBuild_{HS}, powered by Personix[®], a next generation life stage segmentation system

Technical Features

Data Integration

AnySite's open architecture enables you to connect, retrieve, report and map information from proprietary and third-party data sources.

Integrated Datasets

AnySite can be pre-packaged with out-of-the-box datasets to get your analyses up and running quickly. These include Business Summary, Consumer Spending, MicroBuild_{HS} Segmentation and more.

Deployment Options

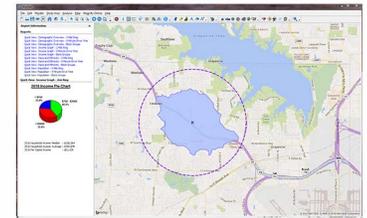
AnySite is easily deployable across a number of configurations including LAN, WAN thin client and browser-based environments.

MapInfo Professional® Integration

You can easily create and integrate MapInfo Professional workspaces, giving you an efficient solution for performing more complex GIS analysis.

Data Vending

You can easily export subsets of licensed variables and you can export your findings in .dbf, .tab or any of a number of other common file formats.



"Gadberry Group combines 25+ years of spatial data science expertise to provide location-based information data products and services for clients who demand the most current, accurate, and precise geo-demographic data for their location analysis and research. Headquartered in Little Rock, Arkansas, Gadberry has industry-recognized expertise for combining sophisticated data development, software development and professional services to help clients solve business problems related to site and store selection, marketing campaigns based on specific geographic and demographic targets and geographic-based analytics."



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