

# Real Estate Site Analytics & Visualization

PROVIDING GREATER INTELLIGENCE AND REDUCED RISK TO COMPANIES EXPANDING OR DISPOSING OF REAL ESTATE

## **Making Location Decisions that Capitalize on Opportunities and Avoid Risks**

Today, the desirability of a business location is driven by a combination of community characteristics including employee skills, cost of salaries, location of other businesses and industries, educational facilities, transportation, land-use, amenities, parcel information, available sites and buildings, utilities, incentive zones and environmental factors.

All these elements have a geographic component, which explains why corporate real estate professionals value the use of Internet GIS analysis of local data when evaluating a community.

Scenario Systems GIS solutions bring value to corporate real estate professionals by quickly answering fundamental questions about real estate planning characteristics.

Our solutions can search for available property, create demographic analysis by user-defined radius and drive-time, generate detailed maps showing nearby businesses by industry, and interactively view map "layers" of local GIS data such as parcel boundaries, transportation, aerial photography, incentive zones, land use designations and numerous other geographic information layers.

This allows site selectors to save countless days of research that might require information gathering from multiple local, regional or state agencies

and instead get it in a few minutes on one Web site.

## **Introducing Spatial Analytics**

Scenario System's spatial analytic and visualization solution that improves the accuracy of data; empowering real estate companies with information so they can make more informed decisions, gain a competitive advantage and improve profitability.

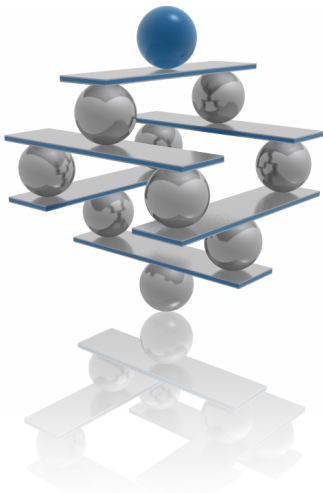
Scenario Systems provides a detailed understanding of risk, people interaction, and economic conditions using spatial models based on geography and geodemographics. files.

Our industry-leading solution allows you to address these challenges with geospatial analysis in:

**Site Selection:** Customized to your specific requirements. We partner with you from defining the project through occupancy and continue to support you, assessing how changes in your operating model or the market will enhance your success.

**Trade Area Analysis:** Evaluate the demographics and competitive composition around a target site, i.e. answering the question -- what is the population and per capita income for an x-mile radius from a target intersection.

**Gravity Model:** Determine how consumers will "gravitate" toward one product or service provider over another. Depict concepts equating to areas of dominant influence and service zones.



27 N. Wacker Drive  
Suite 517  
Chicago, IL 60606

[www.sccorporation.com](http://www.sccorporation.com)  
1.800.975.9413

The site selection is a "life cycle" decision that recognizes the balance among the initial cost of the real estate, the overall cost of executing the project, and the cost of operating the facility.

It also recognizes the benefit (or cost) to the local community and the environment.

While the initial cost may be a significant driver, all factors must be considered in order to make the right decision.

**Spatial Interaction:** Assessing site performance by looking at the situation from the consumer's viewpoint, i.e. given various competing choices in a market, what percent of their business will the consumer direct to each of their options?

**Analog Model:** Assessing new sites by identifying existing sites whose trade area and general attributes (and hence, revenues) resemble that expected for the new location.

**Regression:** Application of statistical analysis to derive linear or non-linear relationships between site attributes (square feet, employees, ...) and site performance (volume, revenue, profit, ...).

Geospatial technology is now recognized as the must-have tool for improving customer geodemographic and market analysis to maximize asset return and improve the accuracy of investment forecasts of the customer segment or market area. It is now also considered to be invaluable to institutional operations and core insurance services planning.

Those that invest in greater use of geospatial technology and analysis have the potential to lower exposure to risk; reduce operations costs; and increase profit per customer, territory, or region.

#### **Eliminating Islands of Technology through Data Independence**

Our solution integrates files, data formats, and query transactions with all leading enterprise database and data

type standards, delivering solutions that are data and country-independent. This feature provides simple, unifying access to all specialized and potentially isolated data environments.

#### **Controlling Data Quality While Boosting Analytical Performance**

As data moves through an organization, the consequences of data sharing often lead to the unintentional corrupting of data quality, restricting corporate information flow and making it too selective to paint a true picture of your business. Alteryx brings the full power of data quality functions to bear in the very process of analysis and reporting.

The speed, flexibility, and scalability with which data quality techniques can be deployed while also enabling the quick and easy sharing of more enterprise data within as single, consistent business process analysis environment.

#### **Supplying Accurate, Award-Winning, Global Intelligence**

Companies are increasingly using Scenario Systems as an essential business tool by enabling fact-based decision-making by delivering comprehensive data access and analysis with unparalleled performance.

With Scenario Systems, companies can visualize data in new and different ways, unearth patterns in data and convey information in a straightforward way.



International Headquarters - Scenario Systems International, Inc. 27 N. Wacker Drive, Suite 517, Chicago, IL 60606

Canada - Winnipeg Vancouver

United States - Austin Chicago Las Vegas Los Angeles New York City Philadelphia Phoenix Tampa

800.975.9413 [www.sscorporation.com](http://www.sscorporation.com)

SCENARIO SYSTEMS INTERNATIONAL INCORPORATED, SCENARIO SYSTEMS CORPORATION, SCENARIO SYSTEMS CORPORATION CANADA, THE SCENARIO SYSTEMS LOGOS AND ALL OTHER SOFTWARE PRODUCT OR SERVICE NAMES ARE REGISTERED TRADEMARKS OR TRADEMARKS OF SCENARIO SYSTEMS INTERNATIONAL, SUBSIDIARIES OR AFFILIATED COMPANIES. ALL OTHER REGISTERED TRADEMARKS OR TRADEMARKS BELONG TO THEIR RESPECTIVE COMPANIES. ©2009 SCENARIO SYSTEMS INTERNATIONAL INCORPORATED. ALL RIGHTS RESERVED.

MADSEL-06-006-009