

Retail / Consumer Analytics & Visualization

UNDERSTAND YOUR BUSINESS FROM A NEW PERSPECTIVE

Solutions That Allow Retail Organizations to Better Manage Their Data

Scenario Systems provides the industry-leading spatial analytic and visualization solution that improves the accuracy of customer and merchandise data; empowering retailers with information so they can make more informed decisions, gain a competitive advantage, strengthen customer and vendor loyalty, and improve profitability. Our solution helps companies with:

Demographic Analysis

Understanding your customers and their socioeconomic and purchasing behavior is essential to making good business decisions.

Trade Area Analysis

A less than optimal business location can make or break a business, no matter how good the service or product

Competitive Market Analysis

Losing customers to the competition costs you money. Knowing the types of products, promotions, and services that will attract profitable customers in your trade area can help create customer loyalty and prevent cannibalization.

Site Selection

Blend customer surveys with census data to visualize market penetration, market share, and trade areas. When markets change, Alteryx can help you plan exit strategies and asset disposal.

Marketing/Advertising

Determine which products and promotions match the lifestyles and

buying patterns of your customers.

Create a multidimensional snapshot of trends to create trade areas, predict sales, design sales territories, plan media, and much more.

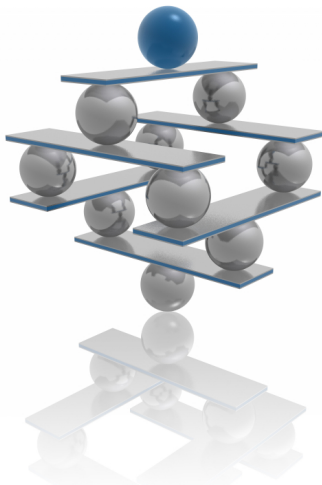
Target Marketing/Direct Mail

Knowing and understanding your customers' likes and dislikes are integral to the success of a direct mail campaign. GIS enables you to identify who your most valuable customers are, understand their demographic characteristics, measure their direct mail response by product category or promotion, and target where new customers with similar demographic characteristics are located.

Geocoding Non-Spatial Data

Scenario System's industry-leading, open source geocoder enables the rapid application of geospatial functions on any non-spatial data associated with an address, and allows for the analysis of this data with any spatial data, such as, demographics, customer profiles, industry statistics, and physical geographies.

Customer Data Integration (CDI) capabilities across an enterprise are greatly enhanced by the ability of Alteryx to spatially process large data files quickly and maximize processing performance without the usual application limitations. Alteryx achieves unmatched performance precisely because it has no built-in limitations—it performs at the maximum processing speeds and data throughput capacity of its host computing hardware.



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Spatial Analytics in Retail and Consumer Analysis

Where is my trade area?

What is my market penetration?

What is my market share?

What is my market share?

Where should I locate a new store?

What is my customer profile?

What is marketing strategy?



Spatial Analytics and Visualization

Plotting proximities and relationships on a map is useful; however, the map is not the only way to view geographic business intelligence relationships. Searching and combining multiple data attributes, from hundreds of millions of records and within massive database files, cannot happen fast, if at all, using the leading mapping solutions.

When troubleshooting challenging business processes, tables, charts and graphs frequently deliver more impact and reveal greater spatial insight than maps alone can provide. Alteryx delivers the speed and the visualization capabilities you need to meet these challenges.

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. Our solution brings the full power of data quality functions to bear in the very process of analysis and reporting.

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The speed, flexibility, and scalability with which data quality techniques can be deployed using our solution, also enable the quick and easy sharing of more enterprise data within a single, consistent business process analysis environment.

Supplying Accurate, Award-Winning, Global Intelligence

Whether providing valuable industry, geographic, demographic, socio-economic, and consumer behavior data; or working with our clients and their proprietary customer or prospect data to deliver key information in the best possible format, Scenario Systems delivers the right solution for the job to data users throughout your enterprise. Over a decade of building international data partnerships has established a global provider network that continues to grow stronger every year.

Measuring Network, Supply-Chain, and Management Performance

Our solution offers a companion network optimization solution that enables planners to assess, adjust, and improve the performance of any supply-and-demand network. This tool analyzes the geographic dimensions of demand-side characteristics and potential, infrastructure availability and capacity, supply resource dynamics, and competitor locations. With this offering, users can minimize risk when expanding or reducing networks, and can verify their designs by taking into account critical data about consumers, business transactions, competitive intelligence, and specialized markets.