

# Spatial Analytics and Visualization

## Technology that Scales and Outperforms to Speedup Business Results

To succeed in today's rapidly evolving global marketplace, companies need technology solutions that enable and deliver information convergence across all IT assets and business practices. To capture tomorrow's opportunities, businesses need fewer, simpler technology solutions that leverage more of their information infrastructure.

Delivering high-performance, scalable, and flexible analytical enhancements to your enterprise is how Scenario Systems defines convergence in terms of results.

Scenario System's Geographic Business Intelligence Platform has the necessary speed, power and extensibility to address all of your technology convergence challenges, while delivering personalized solutions that serve your unique needs. This collection of application development tools, high-performance data engines, award-winning data sets, and complete turnkey solutions ensure that every decision maker within your organization can quickly obtain the actionable insight needed to take the lead over the competition.

## Importance of Geographic Business Intelligence

Geography is a component of every business transaction, encompassing where raw materials are found; where products are manufactured and shipped; where products sit on shelves and at which stores; where products are

advertised; and where customers are consuming products and services.

Geography and spatial analytics bring a more predictive dimension to business process problem-solving than many companies realize. The ability to analyze the embedded geographic dimensions of any business process has changed the way top companies plan and execute both their strategic and tactical practices.

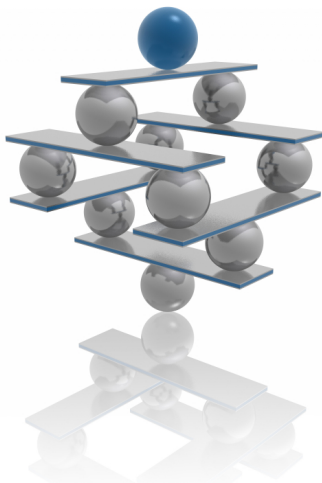
## Geocoding Non-Spatial Data

Scenario Systems 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 Scenario Systems to spatially process large data files quickly and maximize processing performance without the usual application limitations. Scenario Systems 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.

## 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.



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## Benefits to Organizations

Improved understanding of the capability of GIS solutions at the Executive and Managerial level to manage, correlate, predict, model, and share business related geospatial information.

Increase the ability of the organization to use GIS as an innovative, analytical, decision making tool to manage business operations efficiently and accurately, allowing the organizational business to gain a competitive edge.

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. Scenario Systems delivers the speed and the visualization capabilities you need to meet these challenges.

### Eliminating Islands of Technology through Data Independence

Scenario Systems 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. A new global freedom from technological constraints ensures that your corporate, market and industry analyses can work with the data you need from any location.

### 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. Scenario Systems 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 using Scenario Systems, 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 will deliver 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

Scenario Systems 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.



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