

Revenue Market Analytics & Visualization

DISCOVER DEMAND FOR YOUR PRODUCTS & SERVICES
RANK & PRIORITIZE MARKETS TO ENTER
FIND UNFULFILLED POTENTIAL IN EXISTING MARKETS

Market Potential and Market Sizing Analysis

Market analysis services from Scenario Systems help you know the economic opportunity available to you in any geographic market. Whether you sell to consumers, to businesses, or both, market sizing provides intelligence you need to deploy sales and marketing resources effectively.

Benefits of Market Potential Analysis

- Understand market potential for a single store, network of stores or a new market
- Deploy resources effectively by ranking markets in priority order
- Forecast total opportunity in terms of number of customers and revenue potential
- Estimate your market share

Market Potential Analysis: What We Can Do for You

Market potential analysis is a primary analytic service performed by Scenario Systems. We have the people, experience, tools, and data required to perform sophisticated and accurate market sizing. A market potential analysis from Scenario Systems may include:

- A customer profile to understand where to find more like them
- Market penetration and market share reports showing performance in

existing markets and expected performance in new markets

- Market ranking reports allowing you to prioritize resource deployment into new markets
- A geographic view of market opportunity on detailed maps

Strategies for Sizing Markets

What is a geographic market worth to your business? Scenario Systems will help you find the answer. Market potential can be expressed as a function of:

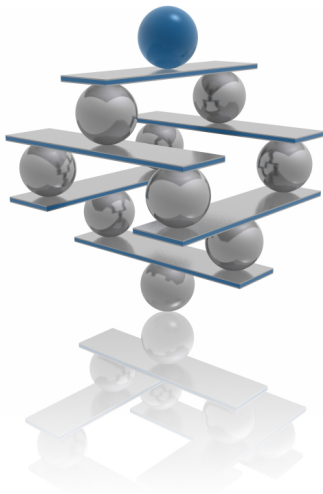
- The number of customers purchasing
- Amount purchased
- Frequency of purchase

In other words, market potential = (how many * how much * how often)

Bottom Up or Top Down Market Analysis?

It all depends on your specific needs. Scenario Systems can advise you on the best approach to sizing any market. We employ various methodologies and data sets to get you the answers you need.

A bottom up approach to market sizing starts with your customers. How much and often do they buy? What is their profile? How many potential customers do you have in the market based on your customer profiles? How can you reach them?



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A top down approach starts with market and industry data. It takes a close look at a geographic market area and profiles the consumers and/or businesses to let you know their propensity to buy your products and services.

Scenario Systems has expertise in both these approaches to market sizing. We also have a wealth of data sources through partnerships with the best data providers in the industry. We can match the right data for market analysis to your business and market strategy.

Cluster Analysis for Market Sizing

We often use lifestyle clustering systems to size consumer markets. Clustering systems operate under the premise that "birds of a feather flock together."

That means people with similar buying behaviors and demographic profiles tend to live close together. This helps you identify neighborhoods or markets where your potential is highest.

Cluster analysis identifies key segments in the population that are more likely to purchase your products than the average consumer

Knowing in which clusters people reside provides a reasonable means of understanding and predicting how they will behave

Understanding which clusters are more likely than others to purchase allows better targeting

Clusters are tied to geography, allowing you to identify and prioritize neighborhoods, trade areas and markets.

Access Market Opportunity

Market analysis services from Scenario Systems will provide the key intelligence you need to rank and prioritize markets. You will know:

- The top new geographic markets to target based on customer or revenue potential
- Which markets where you currently do business have untapped potential

Gaining this market understanding is essential to growing and expanding your business. But it isn't enough on its own.

What Steps Are You Taking To Gain Market Share Where There Is Market Potential?

You need to act upon your new found market understanding by deploying sales and marketing resources effectively.

This is where Scenario Systems separates from other firms that might offer you analytic services. We can help you choose higher-performing store or business locations, align your sales force more productively, and acquire prospect lists. All so you can tap into the market opportunity we've helped you identify.

Market Potential Example

Let's say you sell reverse mortgages and your ideal customer is 65 years of age or older and owns a home valued at \$150,000 or higher.

Scenario Systems will then perform market potential analysis using market data, demographics and/or lifestyle clustering systems to find areas where high concentrations of your ideal customer live.

From there, it's ranking the potential markets and deploying resources by selecting locations of branches or performing targeted direct marketing.

About Scenario Systems

Scenario Systems International is an international consulting company who focuses on helping large, complex organizations improve the way business runs.

We're Geospatial, ITIL® and CobiT® experts but more importantly we're still process improvement consultants. We understand the difference between general best practices and actually improving process and execution.

We focus intently on measurable gains in service quality, agility, accuracy, along with reductions in risk and costs. We work with clients to bridge the gap between theory and business reality -- delivering and proving the business value each step of the way.



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