

Solutions for Customer Intelligence, Communications, and Care.

AnySite<sup>®</sup>

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

Every connection is a new opportunity™

 **Pitney Bowes**  
Business Insight



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

## Pitney Bowes Business Insight has core capabilities in:

### Data Management

- Data Integration
- Data Quality
- Data Enrichment
- Data Profiling and Monitoring
- Business Intelligence

### Location Intelligence

- Mapping and Analytics
- Geocoding
- Enterprise Tax Management
- Geographic/Risk Data
- Asset Management

### Analytics

- Site Selection
- Customer Demographics
- Customer Segmentation & Modeling
- Custom Services

### Customer Communications Management

- Document Management
- Web Self Service
- E-Billing
- Transpromo
- Customer Service and Support

### Mailing Efficiency

- Mail and Postal Compliance (US, Canada, Australia)
- Move Verification (US, Canada)
- Address Quality (Global)

## Insight from AnySite



AnySite® software from Pitney Bowes Business Insight provides businesses like yours with much-needed perspective on market potential, site placement and more. AnySite is easy to use and versatile enough to serve businesses large and small in any of a wide range of location-enabled industries:

- Retail
- Insurance
- Financial services
- Healthcare
- Education
- And more

With a variety of options to meet your budget and your needs, AnySite can transform your proprietary data into value-rich information. Specialized **Predictive Analytics** models can be integrated into AnySite's desktop platform to further ensure that your critical location-based capital investments are consistently well placed.

### Financial Institutions bank on it

When banks with multiple locations in diverse communities need an intimate understanding of the neighborhoods they serve, AnySite delivers insights to help optimize use of their valuable sales and marketing resources. They turn to AnySite to:

- Assemble the most appropriate mix of products and services
- Identify ways to improve customer acquisition
- Enhance customer retention
- Choose office locations with the highest probability of success

### Restaurants find it a recipe for success

Internal real-estate departments at rapidly growing restaurant chains are often pursuing expansion in many directions at once. They use AnySite to:

- Analyze the performance of their current locations
- Value, define and monitor their franchise territories
- Evaluate demographic and competitive profiles of potential site locations

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

## Retailers are sold on AnySite's insights

Established big-box retailers use AnySite and specialized customer segmentation data to profile their chain's best customers. With AnySite, the retailer's real estate department can:

- Recommend sale or non-renewal of leases on locations that don't meet their current profile
- Identify new locations that are better suited for their chain—even as market demographics and lifestyle patterns shift over time

## Insurance Carriers find it improves their odds

Innovative insurance companies boost agent performance with AnySite. They use it to:

- Examine the dynamics of each agent's trade area
- Identify the variables that have greatest impact on sales performance and location potential
- Strengthen existing agency performance
- Identify new agencies that align with their growth strategy
- Select optimal locations for their local office networks

## Communications Companies connect with their customers

Using AnySite, communications providers identify and target their most profitable customer bases. AnySite enables them to:

- Enhance their market research
- Maximize the profitability of each location
- Minimize cannibalization of their products/services
- Boost their ROI through optimal deployment of new services

## Healthcare professionals have a smart prescription for expansion

AnySite provides critical tools for growing healthcare providers and pharmaceutical firms. It helps them :

- Assess potential market size before expanding a facility or purchasing equipment
- Understand where their customers originate, and where they cluster

- Determine potential for growth through products, services and geographies
- Identify epidemiological hotspots to better combat diseases head on.

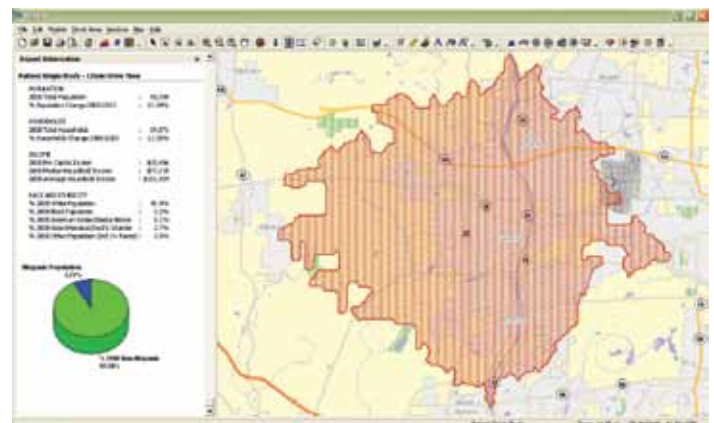
## Educators gain key learnings

Educational institutions utilize AnySite to identify and prioritize markets for development and expansion. It helps them:

- Define and locate core student populations
- Maximize the number of supportable units on new sites
- Understand which services are most appealing to their students
- Improve enrollment, attendance and stakeholder satisfaction



Generate location specific reports based on store and market data.



You can easily add graphic elements including charts, graphs and maps.



## Drive ROI through informed analysis

Whether you are in one of these industries, or any of a host of others that depend on site performance for success, AnySite offers valuable options for learning more from your data.

### Tools for Performance/Site/Trade Area Analyses

With AnySite, you can analyze the relationship between performance and market-trade area demographic characteristics using rings, drive times or custom regions to gain new insights into customers and markets. AnySite enables you to intersect these areas with revenue, potential/trend data, business data, shopping-center traffic count and many other available demographics. You can even integrate third-party data for more robust measures of site performance and potential.

### AnySite and Predictive Analytics Modeling

Deploy custom predictive analytic modeling solutions via the AnySite software platform to help you develop even more targeted, proactive and profitable expansion strategies. With these, you will be able to identify the best markets and the optimal number of sites within those markets, identify and rank viable sites based on criteria you define, and chart a course that may include building new locations, consolidating branches or filling in service gaps where there is high potential for your business. Advanced custom modeling solutions, can even help you to account for site-specific performance variables and build detailed pro forma site sales forecasts.

## Present data in powerful ways

### Reporting

Add new power to your analysis with enhanced reports that can communicate your results through charts and maps as well as data. With AnySite, you can define reporting features that include the variables that are critical to your business, your default trade areas or potential site locations and more – and present your findings in an appealing and insightful way. AnySite even enables you to export the presentation-quality maps you generate to any of the popular graphic formats including PSD, PNG, JPEG, TIFF and EMF.

### Visualization

Publish and visualize location and/or region data including customer, site and/or competitor data points by transporting it into AnySite for reporting, mapping and analytics. AnySite's intuitive user interface provides you with great flexibility and ease in the maintenance of your proprietary data.

### Thematic Mapping and Data Analysis

Hunt for answers in your data with standard and spatial querying, and raise your analysis to the next level and visualize spatial relationships with a technique called thematic mapping. Thematic mapping enables you to shade country-specific administrative regions or custom-defined trade areas with information from a database or spreadsheet of data like customers, revenue or performance. You can even overlay competitive data to assess the impact your competition is having on particular areas.

### Segmentation

For better target advertising, direct mail and other marketing programs turn to AnySite. AnySite provides consumer lifestyle segmentation tools to profile customers, using demographics, lifestyle attributes, media and consumption patterns.

### Trade Area Definition

AnySite includes many powerful productivity features to enhance your ability to select a site or sites and generate the trade area(s) automatically. Place site locations and defined trade area locations derived from corporate databases and/or MapInfo tables directly into AnySite. Add in aerial imagery to realize rooftop-level accuracy of your location points and trade area boundaries. Study multiple areas by selecting any combination of: Rings, Drive Times, Custom Regions, or Capture Methods – even adjust your drive times based on traffic conditions or the percentage of sales within a trade area.

Get the industry-specific insight you need to assess site-performance potential. With robust market analysis, you can make better-informed decisions faster and easier than ever.



## Technical Features

### Data Integration

AnySite's open architecture enables you to connect, retrieve, report, and map information from proprietary and third-party data sources – and analyze trade areas quickly, easily and accurately. Our built-in user security enables you to limit access to sensitive data.



### Data Vending

With AnySite, you can easily export subsets of licensed variables. In the United States for example, options include ZIP code and census-tract breakdowns at the national, state or county level. You can study these breakdowns individually or in groupings you define, and you can export your findings in .dbf, .tab or any of a number of other common file formats.

### Deployment Options

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

**AnySite makes it easy to create presentation-quality maps. By combining color and data, you can gain instant insight on market trends, demographics, sales potential and more.**

### Tight Integration with MapInfo Professional

You can easily create MapInfo Professional® workspaces and launch MapInfo Professional from AnySite. This integration provides an efficient transfer of all mapping layers and settings to MapInfo Professional for performing more complex GIS analyses.

## Integrated Datasets

AnySite can also come pre-packaged with out-of-the-box data designed to get your analyses up and running quickly. In many countries, optional specialty databases are available as well. Ask about location databases, cartographies and industry-specific information, including:

- Business Summary
- Business Locations
- Consumer Spending
- Restaurant Locations
- Consumer Behavior
- Traffic Counts
- Lifestyle Segmentation
- Aerial photography
- And more

AnySite also integrates with an extensive online library of aerial imagery so you can quickly download the most detailed, up-to-date, aerial views of the areas you are analyzing.

## Pitney Bowes Business Insight gives you a competitive advantage

With Pitney Bowes Business Insight, you are able to analyze and understand your customers more accurately and completely. Beyond what and how, we help you know why. Our AnySite capability lives within a set of *Customer Intelligence*, *Customer Communications* and *Customer Care* solutions that work together to enable better business analysis and decision-making and to enhance operational systems and workflows.

### With Pitney Bowes Business Insight, you can:

- Analyze site-performance potential
- Make better informed decisions
- Increases productivity
- Gain targeted, industry-specific insights

**In short, with Pitney Bowes Business Insight, you will be better able to acquire, serve and grow your customer and constituent relationships.**

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