

PITNEY BOWES MAPINFO VIEW

## Location Advisory Services for Medical, Educational, Entertainment and Professional Services



### OVERVIEW

#### Summary

Increasingly, consumer service providers in industries such as medicine, education, entertainment, sports and personal/professional services are gazing at the world through a retail lens. Learning from best practices of successful retailers, you know that understanding the characteristics and needs of your customers provides powerful knowledge that can be leveraged into making more intelligent decisions related to where to locate and how to reach them. The acts of identifying, quantifying and predicting can assist you in your quest to make informed and educated decisions in real estate, marketing and operations.

Pitney Bowes MapInfo offers customers a wealth of experience through decades of partnering with clients in the fields of financial services, retail, restaurant and real estate. As experts in consumer behavior, particularly related to location intelligence, we help you identify your most valuable customers and where they are located. This knowledge enables you to choose sites in the areas with the greatest potential for success.

The Pitney Bowes MapInfo's analytical staff works with you to develop a unique, customized action plan, incorporating research, consultative services, visualization tools and custom predictive software applications. Pitney Bowes MapInfo aspires to be your partner and trusted advisor, helping you chart your course for success.

#### The Approach

Pitney Bowes MapInfo works with you to explore the many factors affecting consumer decisions and preferences, including convenience, competition, demographic characteristics and spending habits (where appropriate). We have the flexibility to evaluate a variety of factors to identify your customers — for example, does your concept operate better in a freestanding location, or would proximity to another tenant type cause a lift in your unit's performance?

Pitney Bowes MapInfo works with your organization to develop a thorough understanding of each and every factor impacting your industry. Our analysts have the capacity to think outside the box and identify unique factors that influence your customer's behavior. We offer the tools and information you need to identify and locate your customers, enabling you to reach and market to them, both appropriately and effectively.

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## Benefits

- Determine the identity of your customers
- Locate your site near your core population
- Prioritize markets for development and expansion
- Maximize the number of supportable units
- Rationalize your deployment by identifying units to expand, maintain or close based on an assessment of performance relative to demand

## The Rationale

Operators in markets across the country have witnessed tremendous changes over the past decade, especially during the recent economic downturn. Developers are increasingly seeking to fill space with tenants not traditionally thought to operate in retail venues. Pitney Bowes MapInfo's services help guide you toward developments and locations where success is almost guaranteed.

By utilizing our products and services, you are armed with the tools needed to determine the number of units you can support, and the best locations for those units. This vital information helps you formulate a plan for growth and success. Our extensive experience in the site selection process provides you with a high degree of confidence when making location decisions.

## The Deliverables

Whether you are looking for expert advice or the tools to conduct ongoing analysis internally, Pitney Bowes MapInfo has an approach to assist you in making strategic decisions. Our deliverables range from high level advisory services to custom software applications. The flexibility of these deliverables allows them to either be maintained and utilized by the Pitney Bowes MapInfo staff, or offered as a turn-key operating system for use in-house. Our solutions help you:

- Connect to the right customers
- Build in the right locations
- Increase sales
- Maximize potential

We recognize the individual and unique value of each of our clients. While your specific business problems may be similar to other organizations, your circumstances and end goals will, almost certainly, be different. This makes flexibility a critical component of our solutions and the long-term partnerships we strive to develop and maintain.