



## ANYSITE®

AnySite is the premier site and strategic real estate analysis software tool from MapInfo, the global leader in location intelligence.



AnySite's open data architecture allows users to easily and efficiently import just about any proprietary or third-party database.

### Overview

#### NEW FEATURES

- Advanced Predictive Analytic Plug-ins
- PSYTE® Advantage segmentation capabilities
- Enhanced Reporting
- Labor Saving Run Actions
- Tighter Integration with MapInfo Professional
- Quick View Reporting
- Convenient Capture Methods to set Default Trade Area Definitions
- Seamless Integration of Aerial Imagery

AnySite® is an essential decision support tool for leaders in retail, restaurant, real estate and financial services. It is designed specifically to provide analysts and marketers with insight into their location, customer and market research—from the desktop to the enterprise.

AnySite is critical for analyzing the relationship between store performance and market trade area demographic characteristics. AnySite is based on an open architecture that enables you to integrate the specific content you need from the sources you prefer.

With AnySite, you can connect, retrieve, report and map any information from your proprietary database to analyze trade area data quickly, easily and accurately. In addition, AnySite's built-in user security allows administrators to lock down access to sensitive data.

AnySite is easily deployable across a number of configurations including LAN, WAN, thin client, and browser-based environments. Whether you need one seat or hundreds, AnySite is the application of choice for location, customer, and market analysis.

Since its original introduction in 1992, AnySite has been the software choice for businesses ranging in size from Fortune 500™ industry leaders to start-up companies just breaking ground. And now, AnySite is more powerful than ever before.

Rev up to AnySite and put its new enhancements, including Predictive Analytic plug-ins and demographic updates, to work today.

**ADVANCED PLUG-INS**—The Smart Site Solutions® plug-in can guide you to the locations that best fit your specific trade area and customer profile requirements—determining the best markets, maximum build-out, and prioritizing locations by sales potential.

The segmentation component for AnySite utilizes MapInfo's PSYTE Advantage system to profile customers based on demographic and lifestyle attributes, media and consumption patterns.

AnySite is also the platform that exclusively supports MapInfo custom Predictive Analytic models such as sales transfer and market optimization.

**ENHANCED REPORTING**—AnySite has been enhanced to support Index Reporting. Index areas can be defined by individual or a summary of standard units of geographies such as counties, states, etc., or by individual or a combination of site trade areas. Index reporting makes your analysis more insightful. In addition, users now have the ability to insert both charts, graphs and maps into AnySite reports.

**EDIT POINTS**—Users now have the ability to edit point layers directly within AnySite. Editing of location layers derived from RDBMS and/or MapInfo tables are supported. Use of AnySite in conjunction with aerial imagery will enable you to realize rooftop level accuracy of your location points.

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**RUN ACTIONS**—Users have the ability to easily create a list of actions that automatically run against a site or list of sites. This productivity enhancement makes the generation of required maps and report as simple as 1-2-3.

**TIGHTER INTEGRATION WITH MAPINFO PROFESSIONAL®**—Users can now create MapInfo Professional workspaces and launch MapInfo Professional from AnySite. This integration provides an efficient transfer of all mapping layers and settings to MapInfo so users can perform more complex GIS analysis.

**IMPROVED EXPORTING**— Export your presentation quality maps to any of the popular formats, including PSD, PNG, JPEG, TIFF and EMF.

**ENHANCED MAPPING**— Refined labeling controls allow users to create presentation quality maps to exact specifications.

**CAPTURE METHODS**—This automated trade area definition tool enables users to define their default trade area definition and the set of variables that are critical to their concept. Once defined the user simply selects a site or sites and AnySite generates the trade area(s). Capture Methods is also supported in Batch Process Mode. This is a powerful productivity enhancement.

**QUICK VIEW REPORTING**—Users can now define both the set of variables that are critical to their business and their default trade area and simply click anywhere on the map to get information back instantaneously. This is a great way to scan and screen sites at a glance.

**ENHANCED TRADE AREA MANAGEMENT**—Users can now create and manage trade areas by importing lists of geographic units from a file. MapInfo Tab, dBase and .txt file formats are supported.

FOR MORE INFORMATION,  
PLEASE CALL US AT  
1.800.489.8829.

## Options

### *AnySite for US*

#### PREMIUM DEMOGRAPHIC DATABASES

Business Summary  
Consumer Expenditure Potential  
Consumer Behavior (MRI)  
US Lifestyle Clusters  
Aerial Imagery

Crime Risk

#### PREMIUM LOCATION DATABASES

Business Locations  
Restaurant Locations  
Shopping Centers & Malls  
Traffic Counts

Drug Stores

Dentists, Physicians, and Nursing Homes  
Telecommunications Service Areas

Financial Institutions  
Hospitals

School Locations  
Grocery Stores

Mass Merchandise  
Premium Cartography

Designated Market Areas (DMA)

Core-Based Statistical Areas (CBSA)

2000 Census Block Files

StreetPro (Enhanced street and land features database)

Parcel Boundaries

#### CUSTOM APPLICATION FEATURES

Custom Proprietary Boundary Layer (store trade areas, service areas, sales districts, etc.)

Custom Proprietary Point Layer (customers, stores, competitors, distribution points, etc.)

Custom Application Development (AnySite can be customized to include specific functionality that is required for your analysis)

MapInfo Predictive Analytic Plug-Ins

### *AnySite for Canada*

#### PREMIUM DEMOGRAPHIC DATABASES

Consumer Expenditures

Demographic Estimates and Projections

Daytime Population

Business Summary

Canadian Lifestyle Clusters

Industry-specific Lifestyle Clusters

Consumer Preference Survey Data

Wealth

Disposable and Discretionary Income

#### PREMIUM LOCATION DATABASES

Business Locations

Restaurant Locations

Shopping Centers & Malls

Traffic Counts

Drug Stores

Dentists, Physicians, and Nursing Homes

Telecommunications Service Areas

Financial Institutions

Hospitals

School Locations

Grocery Stores

Mass Merchandise

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MapInfo Predictive Analytic Plug-Ins

IF YOU DON'T SEE WHAT YOU NEED, PLEASE CALL US FOR PRICING AND AVAILABILITY. MULTI-USER AND MULTI-YEAR DISCOUNTS AVAILABLE.

ANYSITE IS ALSO SUPPORTED IN THE UK AND AUSTRALIA, CONTACT YOUR LOCAL REPRESENTATIVE FOR DETAILS.

### Corporate Headquarters

One Global View  
Troy, NY 12180-8399  
1.800.327.8627

[www.mapinfo.com](http://www.mapinfo.com)

  
Be Location Intelligent™