



Location intelligence for retail

From deciding where your next outlet will be, to adjusting your product offerings to meet customer expectations, mapping and analysing behaviours and patterns from data can make a difference in your incremental sales growth.



The cost of where

From the smallest corner to an open lot, any site has the potential to deliver strong profits for your business...or staggering losses.

This is because your environment influences customer preferences and behaviour - the key is in understanding **why** it happens.

But with millions of people taking countless routes through expansive cities, where can the answer be found?

Through one platform, you can overlay demographic, business, lifestyle, and spending data with map-based analytics to make smarter decisions for:

Esri's location intelligence solutions help retailers understand why transactions happen where they do.



Market planning

Analyse marketplaces to see where to expand or contract. You can perform demographic analysis and select the best facility and retail sites, create trade areas around a location, and identify a market for your products or services.



Merchandising

Retailers need to ensure that product ranges meet customer expectations in every location. Use segmented demographic data, customer analytics, and mapping for enhanced merchandising. Determine the perfect product mix for a location.



Location intelligence

Smart maps and analytics in Esri's geographic technology make it easier to find hidden patterns and trends in customer, sales, and market data. Share business intelligence insight company-wide for fast, informed decision-making in stores and in the office.



Store operations

Map the real-time status of customers, products, events, and assets to precisely manage facilities. Use smart maps and analysis to see a full operational picture - at one store or many. Ensure efficiency, compliance, and excellent customer experiences every day.

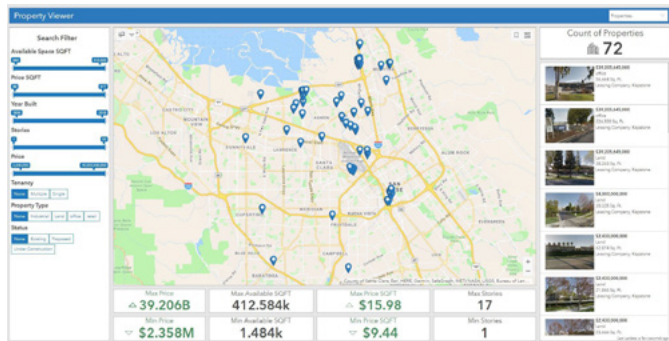
Developing business precision

Empower your organisation with geospatial technology and solutions to strengthen planning, operations, and growth.

Market development

At a glance, you'll see a full operational picture, covering all locations or narrowing down to individual stores. By integrating real-time data and maps, the **Market Development dashboard** gives quick and easy access to the real-time status of customers, products, events, and assets at your existing properties.

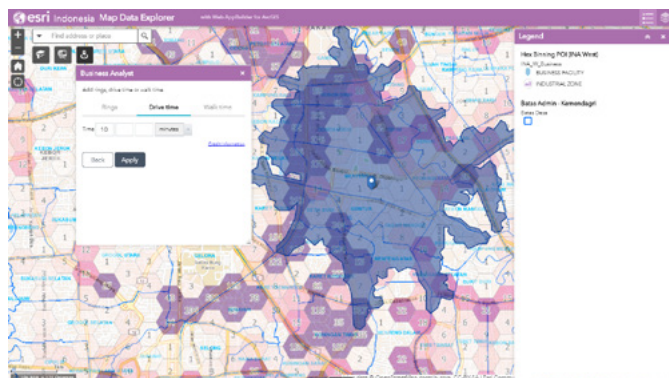
You'll stay on top of operations at all times to ensure efficiency, compliance, and excellent customer experiences every day.



Site selection and market analysis

Being in the right place at the right time is usually chalked up to luck. But through the **Site Selection and Market Analysis dashboard**, you can forecast and identify data-driven opportunities and profits for potential locations based on Point-of-Interest (POI), demographics, and supply chain.

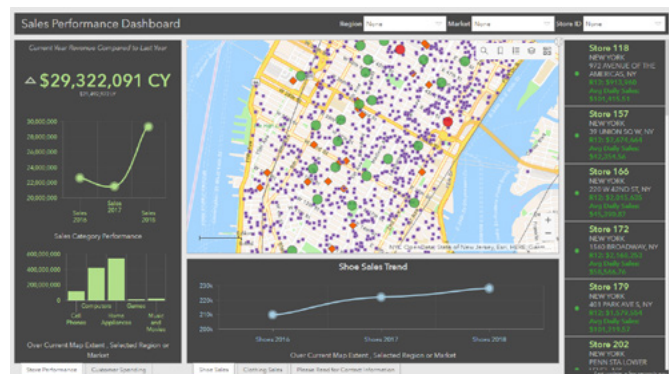
By doing so, you'll avoid eating into and jeopardising the sales of your existing business, while optimising strategies for online buying and in-store customer engagement.



Sales performance monitoring

Whether by region, market, or store, the **Sales Performance Monitoring dashboard** is designed to monitor, manage, and analyse the KPIs you've set against overall retail health, performance, and location.

This real-time view - either macro or micro - of how your assets and operations are performing helps you visualise and identify critical business patterns and situations for smarter sales decisions in response.





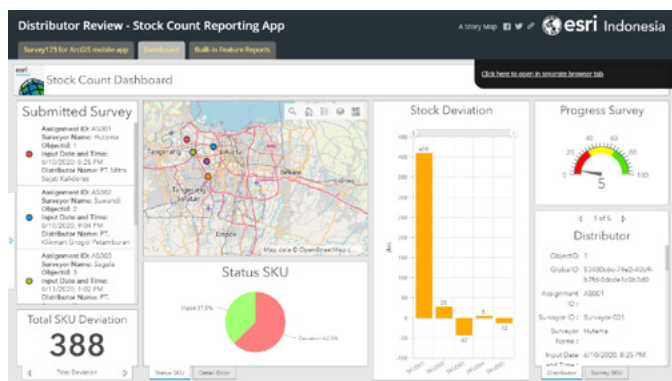
Optional features

Gain greater insights on retail-specific data with these add-ons.

Retail insights

While the customer isn't always right, it shouldn't stop you from finding the right customers. The intuitive **Retail Insights app** will provide location-enriched data showing what, where, and why they buy for precise market analysis and strategic business decisions.

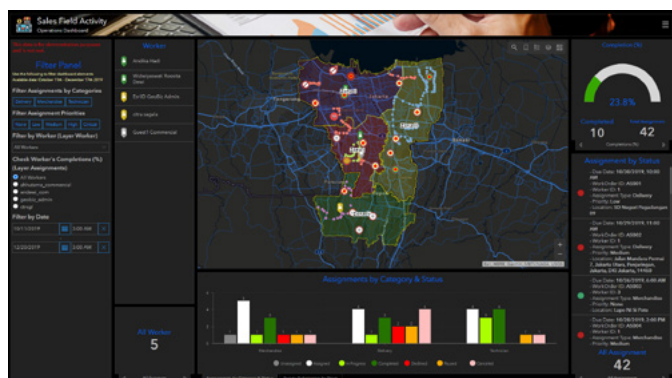
These insights will help you identify target markets, advertise strategically, and plan personalised product and shopping experiences to keep them coming back.



Executive dashboard

See what's happening throughout your stores on the **Executive Dashboard** that helps you achieve complete situational awareness of your KPIs, operations and sales performance.

By having key business information at a glance, you will be able to keep track of your retail operations and make strategic decisions on-the-fly.



Company profile

In an increasingly competitive market, Esri has continued to empower retailers with advanced geographic analysis that provides them the insight to make data-driven decisions, enrich customer experiences, select profitable sites, and increase incremental sales.

We would be happy to provide a consultation that will identify the best solution to support your organisation's unique needs.

Contact Esri Indonesia

Discover the value Esri Indonesia's location intelligence solutions will bring to your organisation.

Call us on (021) 2940 6355 or email connect@esriindonesia.co.id

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