

# Location Analysis



**"Unleash the full potential of Location Analysis"**

## CONSULTANCY

Where your project requires an input involving mapping or the use of geographical data, GAMMA can offer a high quality, experienced input. Our mission is to empower our clients to fully benefit from the investments they have made in GIS and geographic data and to unleash the full potential of this input in their decision making process. GAMMA has provided consultancy to many major blue chip organisations in Ireland, supporting their use of spatial data and technology. We have a wide range of experience in Ireland and specialise in the retailing, financial, telecommunications and government sectors.



We draw on the knowledge and expertise of our consultants, whose skills span a wide range of backgrounds including strategic planning, software development and direct marketing. The specialist disciplines of our consulting staff are underpinned by a wealth of experience in handling Irish datasets, gained as a pioneering company in the establishment of GIS in Ireland.

Our consultancy team offers solution development, guidance and support, delivered in a focused and fully customised approach to each and every client. Whether your solution is delivered as a report, a dataset or a fully customised spatial information system, we offer a unique and high quality solution. Our consultancy services are complemented by GAMMA's independence in GIS software, delivering solutions on software platforms that best suit the client and the needs of their application.

All members of our consulting team are educated to a high standard in geographic information systems and are supported by a diverse team of dedicated professionals.

## REPORTING

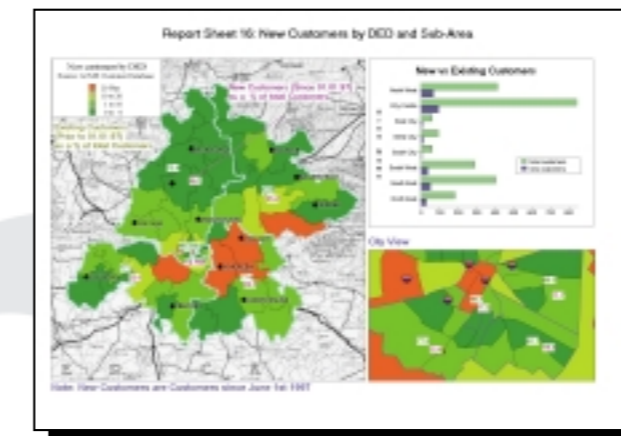
Our most frequently requested output is a report, providing mission critical information for your organisation. Our reports generally describe geographical areas (market areas, administrative areas etc.), customer database profiles (client segmentation, penetration etc.) or any information where location is a crucial component.

At the quick delivery and value end of our product line, we have developed a brief and informative site profile report series called Marketview.

Marketview is a snapshot report detailing the most vital market information on a location's trading area. It can be delivered to you within 24 hours of placing your order. Marketview reports range from a single page product to an eight page detailed market analysis. All you have to do is specify the site and tell us for how long people will drive to your outlet (10 mins, half an hour etc.). Typical users of Marketview include store development managers, property developers, marketing managers and anyone wanting an area profile quickly and inexpensively.

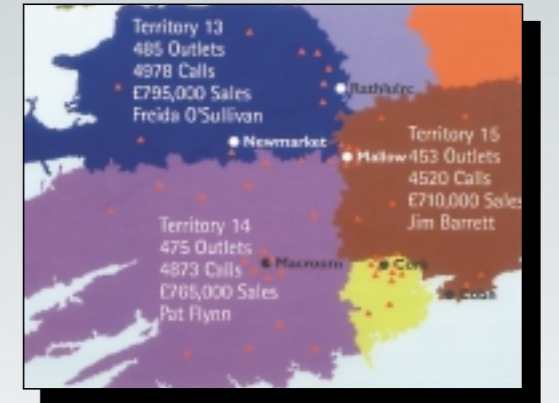
For a more comprehensive report, including maps and commentary, our area analysis reports are ideal where a more important and considered decision is required. Allow us to take information from the Census of Population, Business lists, Household Budget Survey data, traffic data and much more, and combine it to create new information for your market. GAMMA are experienced in the application of several evaluation methodologies and can provide the model most suited to your situation. We can also include any data that you hold on your customer database using our unique and revolutionary Address Link Geocoding service.

Our approach produces the specific information you need, in a cost effective and visually impressive manner. Typical users of GAMMA Area Reports are marketing managers, local development groups, regional and local authorities, store development managers and many other discerning decision makers.



## BUREAU MAPPING

As a map is now widely accepted as the most effective way to communicate market information (e.g. store turnover, catchment populations, regional sales ...), GAMMA offers a bureau service to convert your information into map form. In addition, we can provide detailed maps illustrating Census or other geographical datasets to improve the content and impact of your reports or presentations. Our map output is widely used by both public authorities and a diverse range of private sector organisations. Using our state-of-the-art systems, GAMMA can produce impressive output in a surprisingly short time to help you meet your deadline. Our maps use Ordnance Survey data and other content prepared by our cartographic team.



Our drive-time analysis software is used to identify areas that are reachable within specified travel times from each reps residence and this feeds into the territory design process. In the process, the GAMMA consultant will also confer with you and allow you to quickly change the shape of draft territory boundaries based on local factors. For example, it is often the case that a particular town may be better suited to a rep with strong connections there.

Our unique Irish Address Geocoding Software facilitates the rapid assignment of new customers to their appropriate territory using the address to assign detailed Irish National Grid Coordinates.

## SALES TERRITORY DESIGN

A common problem facing sales managers is dividing their market into equal territories. Our design team first analyses your current call rates for each client and the locations of your reps. Using advanced Geographical Information System, we can define unique territories that reflect your unique business environment.

At the end of the process, GAMMA provide you with detailed maps of your optimised territories and regions. We also provide a listing of your clients with a new territory ID tagged to them.

Our service can include a regular update of the territory statistics regarding number of calls, sales, clients etc., so that you can monitor changes in workload occurring before it becomes a problem.

