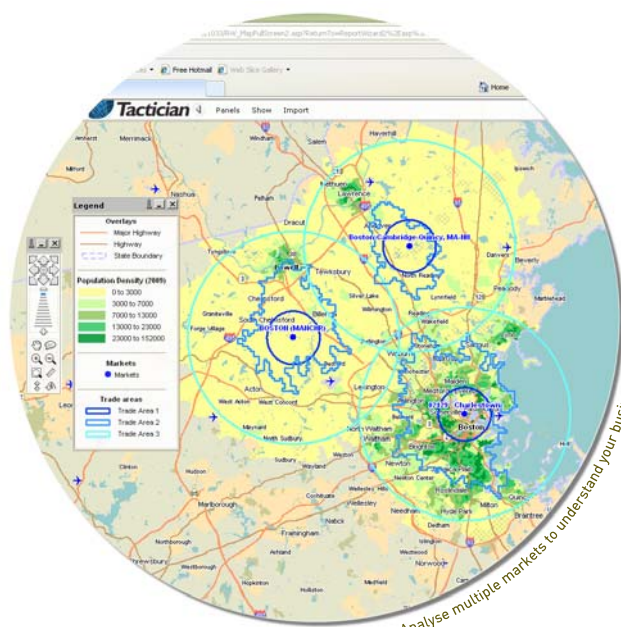
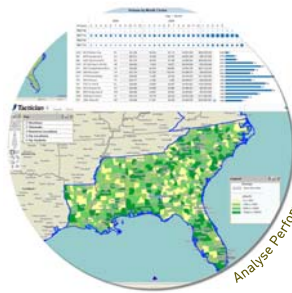


Geoplan Online powered by Tactician – when you need more than just dots on a map – try our FREE TRIAL now!



Geoplan has worked closely with Tactician for over 20 years. As the official UK and European distributor of Tactician software, Geoplan has a track record of delivering competitive advantage via the application of spatial intelligence. We are now pleased to announce the latest addition to our product portfolio - online services and tools for global applications.

Access our FREE TRIAL service straight away, and get in touch with Geoplan to find out more on 01423 569538.

### Why Geoplan Online?

Geoplan Online is a flexible, customisable portal that integrates a wide range of business activities.

Geoplan Online already provides large corporations in the USA, Canada, South America and Japan with a range of marketing, catchment area reporting, territory management and media planning tools. It also provides a cost-effective way of distributing your data and analysis to a broad range of users.

The benefits of using an online system include:

- Increased capacity for information dissemination and sharing.
- Cost-effective method of distributing actionable data and analysis to end-users.
- Ease-of-Implementation in the field.

- Reduces planning time in the field.
- Improved speed of response – direct positive impact on customer experience.
- Ease and continuity of data access and updates.
- Hosted at Tactician offices in Boston, MA or at your own site (for larger bespoke installations).

### Key Tasks

Geoplan Online makes complex planning simple because it is engineered specifically for marketing, sales, advertising and operations.

Only Geoplan Online is uniquely engineered to reveal key business influences from different geographies in seconds, allowing you to see opportunities like no one else.

Use Geoplan Online in order to:

- Maximise Retail Profits.
- Balance Territories.
- Model Data.
- Execute Media Campaigns.
- Plan Your Business Strategy.
- Connect to Geoplan GeoAnalyser.

### Key Features

Geoplan Online connects your company, employees, suppliers, agencies and partners to improve marketing ROI by providing integrated retail analysis, territory management and media targeting.

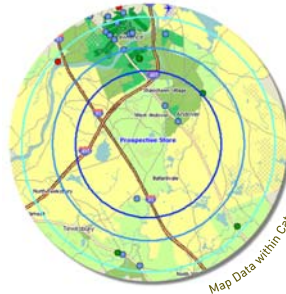
- 100% Web-based – no CD installation required.
- User friendly, wizard driven.
- Online/personal training available.

- Easy to update and upgrade data and functions.
- Fully customisable functionality.
- Add your own corporate branding.
- Global mapping and language translation capabilities.
- Assign user permissions – restrict access to sensitive data.
- Embed into other internet/intranet portals.
- Update and upload your own business data.
- Flexible subscription models.
- Access from anywhere.

**SEE OVERLEAF FOR MORE DETAILS**



Create Sites and Charts



Map Data within Catchments



View Informative Statistics



Easy-to-use Navigation Tools

### Map Locations

- Manually position sites on a street-level map for pinpoint accuracy.
- Upload and store your own sites to analyse, map and report on.
- Map competitive retail locations to understand your competition.
- Interrogate the map to find out further details.

### Create Catchment Areas

- Create up to three catchment areas at a time for each site using:
  - Radius.
  - Travelttime.
  - Threshold.
  - Hand-drawn.
  - Pre-defined geography.
- Analyse multiple sites simultaneously.
- Store unlimited sites and catchments to retain and modify at a later date.

### Analyse Data

- Online, applications-based wizards to make the process of site analysis simple.
- Upload and store your own data to:
  - Display thematically on a map.
  - Use for filtering analysis.
  - Use for threshold analysis.
- Create maps that display the data you want to see all the way down to street level.

### Manage Territories

- Create and edit territories from any geographic level.
- Align and balance territories right from the map.
- Use the interactive chart and spreadsheet to ensure you create the optimal territory structure.

### Produce Reports

- Generate unlimited reports for the market areas you create.
- Over 100 reports are available.
- Distribute maps and reports via email.
- Maps, reports and analyses can be stored and retained for future use.

### Key Benefits

Some of the benefits you can achieve using Tactician Online are listed below, by industry:

#### Retail

- Optimum Market Coverage
- Right Product Mix
- Best Locations
- Competitive Impact
- Improved Store Performance
- Right Media Message
- Catchment Area Analysis
- Travelttime Analysis
- Consumer & Business Segmentation
- Site Optimisation Modeling

### Commercial Property

- Understand Your Markets
- Fix Underperforming Sites
- Understand Your Competition
- Time-based Intelligence
- Media Targeting
- Best Site Selection
- Competitive Impact
- Know Your Catchments
- Demographic Analysis
- Target Marketing
- Predict Customer Behaviour

### Media

- Improved Brand Control
- Retained Brand Equity
- Improved Co-Op Management
- Labour Saving Order Automation
- Increase Response Rates
- Create Value
- Advertiser Marketing
- Client Retention
- New Sources of Revenue

### Pharmaceutical and Healthcare

- Territory Planning
- Optimum Sales Coverage
- Right number of Reps
- Merging Sales forces
- Balancing Workloads
- Effective Promotions
- Data Access
- Key Healthcare Data
- Field Force Participation
- Improved Sales Team Adoption

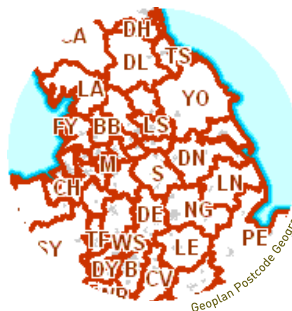
- Keep Customers Content
- Reports and Maps
- Sales Management Strategy
- Reduced Sales Costs
- Less Driving, More Customer Contact

### Manufacturing and Distribution

- Increase Profitability
- Increase Brand Equity
- Optimised Sales Management
- Market Share Improvement
- Competitive Impact
- Enhanced Distributor Performance
- Better Co-op Management
- Right Media Message
- Right Target Audience
- Consumer and Business Segmentation

### Finance and Insurance

- Find Wealth
- Deploy Agents
- Optimise Territories
- Understand Your Markets
- Merge
- Acquire
- Understand Your Competition
- Right Media Message
- Right Target Audience
- Targeted Direct Mail Execution
- Consumer and Business Segmentation
- Predict Customer Behaviour



Geoplan Postcode Geography Included



Detailed Street-Level Map Base



Standard Map Features Included



Postcode Sector Level Detail

### Restaurants

- Optimum Market Coverage
- Right Product Mix
- Best Locations
- Competitive Impact
- Improved Store Performance
- Right Media Message
- Catchment Area Analysis
- Travelttime Analysis
- Consumer & Business Segmentation
- Site Optimisation Modeling

### Other Features

In addition to the key features of the standard system, the system can be used to:

- Contain your own data, e.g. sales, marketing and operations data.
- Embed within your own corporate website or intranet.
- Contain your company branding.
- Be used as an operational tool within your IT infrastructure.
- Provide a visual selling tool for field-based and tele-sales teams.

### Customised to suit your needs...

Geoplan also offers customisation services to individual businesses on a range of levels, to create the internet mapping and analysis tool that you need.

Working hand-in-hand with our experienced team of consultants and developers, customisation can include:

- Retail site selection tools for planning teams.
- Franchise investigation tools for development agents.
- 'Presenter' packages for media sales forces.
- 'Where's my nearest?' applications on your website or internal CRM/ERP system.
- Geoplan can create, host and service Online sites, and can also load-in regular updates of your corporate data, such as a database of retail outlets

### Quality Guaranteed

- Geoplan is ISO accredited, working to the highest quality standards.
- Our staff undergo continuous training and review to ensure that you receive the best service possible.
- You'll get your money back if not satisfied.

### Our People

- The Geoplan team comprises qualified, skilled and experienced professionals and trainers, competent in a variety of skills including **GeoAnalyser, Tactician, MapInfo, ArcInfo, Oracle, FME, Microsoft and TourSolver.**

- We also have an in-house application development team who are **Microsoft Certified** with advanced development, **MapBasic, MSAccess** and **database** skills.

### What Our Customers Say...

"With over 19,700 restaurants already established, we rely on a customised, web-based Tactician solution to provide specific target marketing information that our developers can use to accurately determine placement of new units."



"Tactician plays an integral role in the decision making process for new site selection as well as the repositioning of existing locations in the marketplace."



"Tactician has been providing us with the tools necessary to execute a global real estate strategy, helping us grow from a small retailer in Boston to the world's largest office products company."



"Chicago Tribune has led the way and continues to innovate with Tactician by working directly with Tactician engineers on continual improvement."

### Chicago Tribune

"Tactician provides the easiest to use and quickest target marketing tools that I've come across in over thirty years of real estate development experience. We have derived tremendous business value from the speed and accuracy of the system, combined with Tactician's technical support and application expertise."



### See how we can help

To find out how you could use Tactician Online Mapping solutions to address your mapping and analysis requirements, please contact a member of our team on 01423 569538 or email [info@geoplan.com](mailto:info@geoplan.com)

Our product range includes:

- Postcode Maps
- Data
- Mapping Software
- Consultancy
- Training
- Bespoke Solutions

DESCRIPTION	PRICE
Tactician Online	Call for details

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