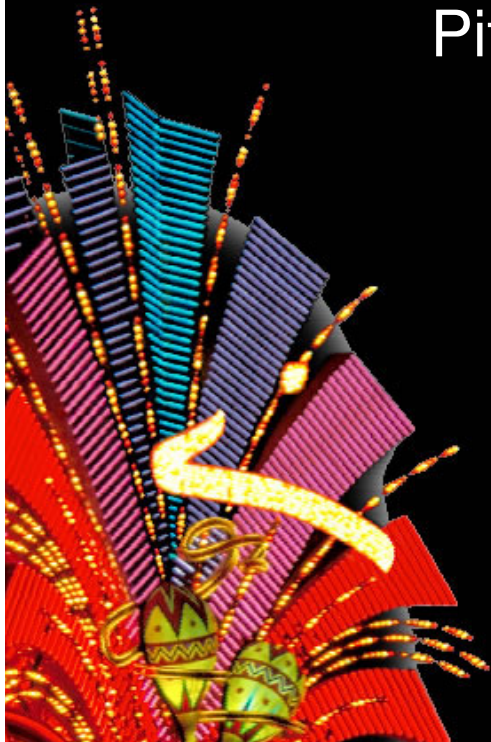


Leveraging Your Customer Data For Site and Market Selection

Pitney Bowes Business Insight

Presenter – John Hobson, Director, Product Management

Moderator – Diana Ketza, Sr. Sales Engineer



MapWorld⁰⁸
LIVE IN LAS VEGAS

G1 customer conference **08**
LIVE IN LAS VEGAS

Presentation Outline

- What is a Predictive Analytic (PA) Plug-in?
- How does the Segmentation Plug-in fit in the overall PA product portfolio?
- Putting AnySite Segmentation 2.0 to work
- Interoperability with AnySite and Smart Site Solutions
- Sister Store Correlation Capabilities
- What countries are supported? Future support?
- Questions and Answers

What is a Predictive Analytic Plug-in?

- The Plug-in concept and packaging -
 - AnySite Client
- Currently supported AnySite Plug-ins
 - Smart Site Solution (US)
 - Segmentation (US, Canada, UK)
 - Custom Predictive Analytic Models (US, CND & UK)
- Review of Predictive Analytic Product Portfolio

Today's Predictive Analytics Application Portfolio

Offerings tailored to all firm sizes, budgets and needs

Customer Expectations

Customer Investment

Specific Answers

Analysis - Focused Solutions

Directional/ Communication

PAS: Custom Modelling Solutions

AnySite Plug-ins
ASOL RM

AnySite (Site & Market Selection)

Standard & Custom Research

AnySite Online & Web Services

Data



New Segmentation Reporting

- Market Potential for Product Report
- Target Group Index Report
- Sister Store Correlation Report

My Market Potential Report By CBSA : MY NCA VA Customer Profile

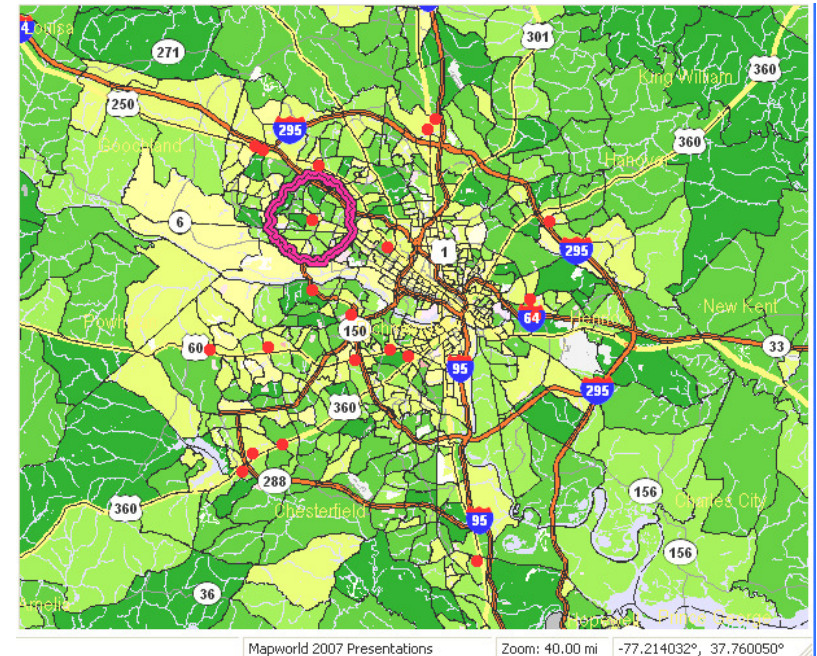
	Geography	Potential	Base Count	MPI	▼
1	Kill Devil Hills, NC Micropolitan Statistical Area	1,428	36,649	281.32	
2	Brookings, OR Micropolitan Statistical Area	849	22,632	270.90	
3	Pahrump, NV Micropolitan Statistical Area	1,473	40,082	265.43	
4	Palm Coast, FL Micropolitan Statistical Area	2,703	75,998	256.82	
5	Grants Pass, OR Micropolitan Statistical Area	2,876	82,215	252.56	
6	Mountain Home, AR Micropolitan Statistical Area	1,390	40,409	248.37	
7	Homosassa Springs, FL Micropolitan Statistical Area	4,608	136,497	243.78	
8	Coos Bay, OR Micropolitan Statistical Area	2,041	63,908	230.59	
9	Branson, MO Micropolitan Statistical Area	2,361	74,941	227.44	
10	Punta Gorda, FL Metropolitan Statistical Area	5,240	166,573	227.14	
11	Laconia, NH Micropolitan Statistical Area	1,974	63,402	224.80	
12	Lake Havasu City-Kingman, AZ Micropolitan Statistical	5,993	193,118	224.07	
13	Parsons, KS Micropolitan Statistical Area	685	22,107	223.66	
14	Shelton, WA Micropolitan Statistical Area	1,687	55,001	221.50	
15	Bennington, VT Micropolitan Statistical Area	1,126	37,325	217.75	
16	Crossville, TN Micropolitan Statistical Area	1,560	51,774	217.56	
17	Taos, NM Micropolitan Statistical Area	985	32,949	215.83	





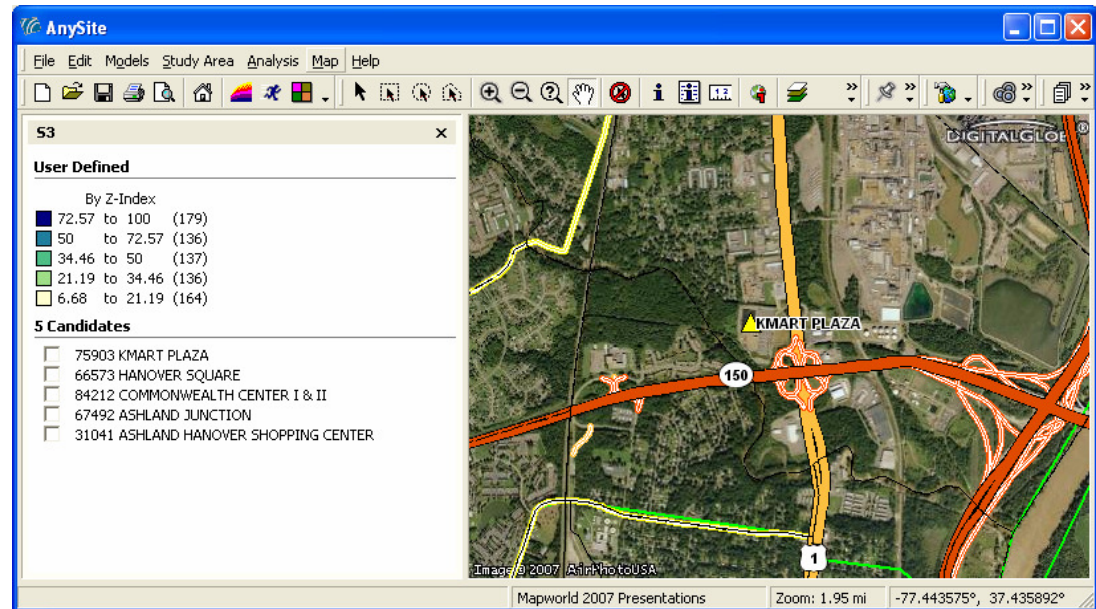
Interoperability within AnySite

- Displaying Segmentation Results within AnySite
 - Thematics & Dot Density
 - Capture Method Support
 - Hot Spots
 - Using results within Data Manager
 - Creating and vending data
 - Reporting and Quick View Support



Smart Site Solutions (S3)

- A Site and Market Screening Application that Leverages Customer Data
- Demonstration in Richmond, VA CBSA
- Model defined trade areas are correlated against sister stores.



Sister Store Correlation Functionality

■ Bringing PA Results Together ...

- Now that I have screened and ranked potential sites in Richmond, how can I determine how they compare to Top Performing Sister Stores?
 - What Sister Stores should I compare them to?
- What additional Sister Store information would be beneficial to my analysis?

Year Open	Number of Competitors?	TTM Revenue (\$)	Market
Density Class	Traffic Counts	Store Positioning	Effective Population or Households

Country Support of Predictive Analytics

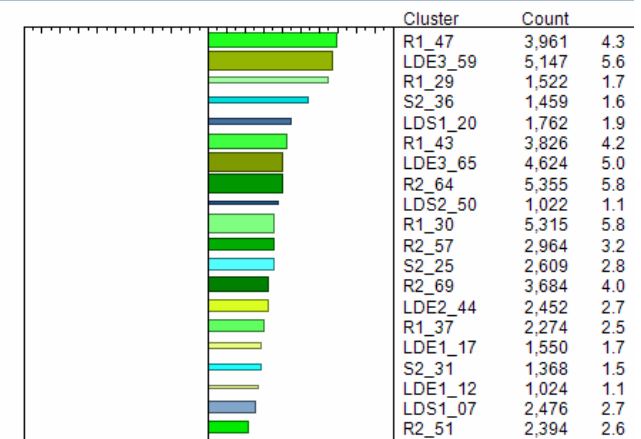
AnySite Presently Supports: AUS, CND, US & UK

- By End of June: Germany, New Zealand & Spain
- Other likely Projects: France, Sweden and Netherlands

AnySite Segmentation Plug-in Presently Supports: CND, US & the UK

- Other likely Projects before the end of the year: AUS, Germany & Spain

Single Profile Bar Chart : My Richmond CBSA NCA Profile



Standard Report : UK Sample Customer Data

	Code	Cluster Name	Count	Base Count
1	06D	Couples & Families With Schoo	1,650	454,152
2	06B	Older & Mature Households In	877	268,382
3	05B	Young & Older Single Mortgag	312	97,852
4	10G	Single Renters In Mixed Age Hi	162	58,683
5	02D	Wealthy Suburban Professional	130	47,329
6	03A	Wealthy Older Families In Spa	1,018	376,671
7	06E	Mature Households In Less Aff	891	333,923
8	02B	Affluent Mature Families & Cou	470	182,769
9	04B	Professional Homeowners In D	525	210,941
10	04A	Executive Households In Subu	958	386,902
11	XXX	Communal Establishments In	157	65,291
12	04C	White Collar Homeowners In O	332	140,368
13	01D	Wealthy & Educated Singles In	79	33,420
14	03C	Well-Off Older Couples & Famil	1,226	522,814

Questions & Answers ...

