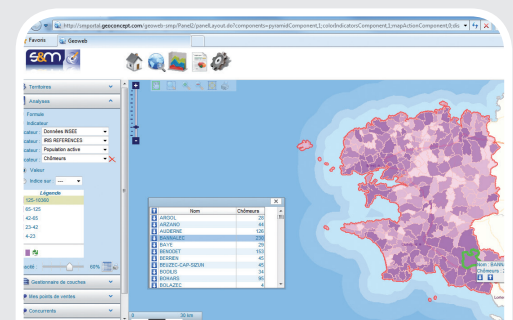


# GeoConcept Sales & Marketing Portal

## The web 2.0 geomarketing portal

GeoConcept Sales & Marketing Portal is a web portal providing access to cartographic reporting tools and online geomarketing studies. In conjunction with powerful and fast database query tools, the GeoConcept Sales & Marketing Portal solution is designed to produce and publish all types of geomarketing studies on intranet and Intranet, simply and efficiently.



### — Analytical capability

The tried and tested geomarketing tools included in GeoConcept Sales & Marketing Portal confer an unrivalled analytical capability. The user can access geocoding, catchment area calculation, thematic analysis and site selection simulation functionality... He can manipulate maps, tables, select areas of interest and the analyses that are of interest to him, create catchment areas, edit reports...

### — Ergonomics

The portal's interface has been designed for use without any previous training: wizards provide the user with a step-by step-guide. Web 2.0 ergonomics confer optimal ease of navigation. A high degree of interaction and immediate use can be achieved thanks to the latest web programming technologies (AJAX : Javascript and DHTML). Intuitive icons and informative messages assist navigation and the main modules are present and accessible at all times.

### — Sharing

GeoConcept Sales & Marketing Portal is a geographical business intelligence tool for publishing disseminating within the various departments of an organisation. The user's profile is recognised depending on his business or role within the company, allowing him to manipulate various features and access defined areas of interest. This interactivity makes it easy to exchange and publish the right information to the right person.

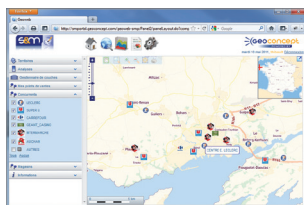
### — Administration

The solution's web architecture offers great flexibility in terms of user profiles as well as a high degree of security of access. There is a perfect fit with the company structure. The administrator manages everyone's rights, the expert produces and provides analytical models and operational users use the models while adding their knowledge of the ground. A dedicated interface allows the administrator rapid access to the various profiles and he can easily modify their characteristics.

# Discover the main features of GeoConcept Sales & Marketing Portal 2.0

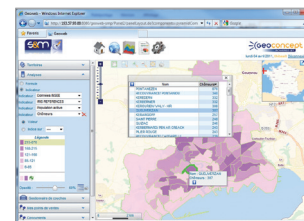
## Geocoding

GeoConcept Sales & Marketing Portal provides the ability at one and the same time to perform mass geocoding (on demand or automatically) and standalone interactive geocoding, for example for positioning customers or simply as a one-off.



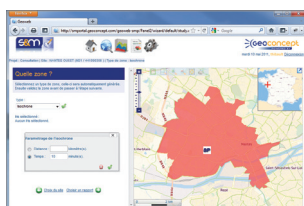
## Direct Marketing

The solution enables the efficient preparation of any type of local marketing campaign (unaddressed printed matter, postal mail, e-mail...). The targeting of the operations is optimised and response rates are higher.



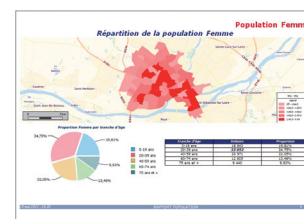
## Catchment areas

There are many options available for creating catchment areas: isochrones, customer areas, manual areas...



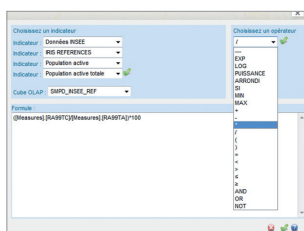
## Reports

Reports are generated automatically or on demand based on a wide variety of predetermined models, and displayed directly within the application in different formats (XLS, DOC, PDF...). These reports can be restricted to a subset of users or published widely.



## Analysis

The user maps a simple indicator in the form of a volume, index or ratio and can also directly create his own indicators. Geo-marketing analyses on modified territories are created on-the-fly in a way that is both simple and relevant: catchment area calculation, thematic analyses, simulation of new site openings...



## Security

Sales & Marketing Portal incorporates a number of security elements to ensure safe navigation : centralised administrative tools, authenticated connection to the company's LDAP directory, user management, control over restricted access to territories and analyses...



## Simulation

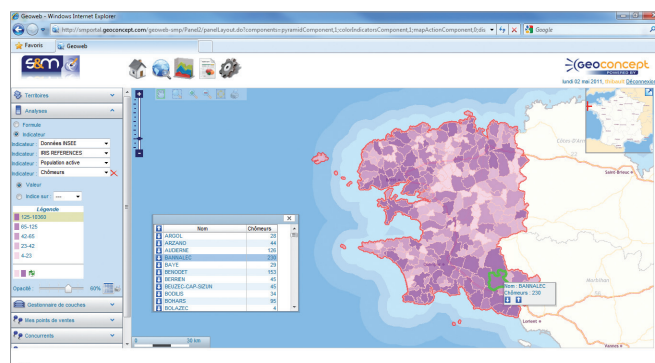
More advanced analytical techniques enable the data to be modelled, thereby providing access to different types of simulation: opening a new site, environmental modification (impact of moving a site, adding a competitor...), estimating the turnover of a new site...

## Statistics

The automatic generation of statistical information on the territories of interest makes it possible to create accurate and relevant indicator tables for monitoring and analysing activities.

## Queries

Beyond publication, the portal is also a forum for passing on information such as requesting a report, relocating POI... A dedicated interface enables each user to monitor his pending queries.



Displaying a theme and associated data