Lccalligence
LOCATION INTELLIGENCE

RETAIL (CPG)

SALES & MARKETING

BUSINESS INTELLIGENCE

Performance Index

- Excellent
- Above Average
- Average
- Below Average

Location
Intelligence...

using the power of **location**
to make better, faster and
more informed decisions

www.localligence.com

the power of Location Intelligence
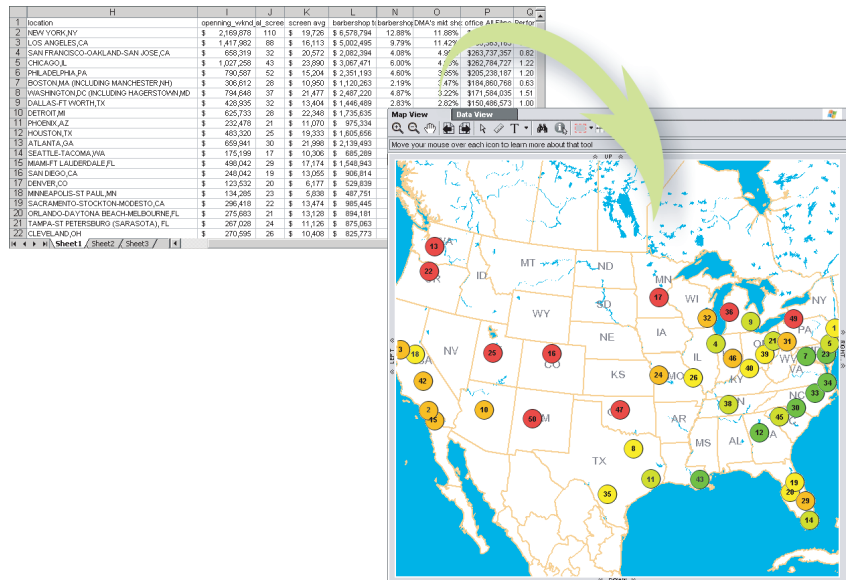
Location information has historically been an underused piece of data. An odd fact considering that 80~90% of databases have some at least some form of location information, such as a store, office or customer's address. To a large extent this underutilization was because traditional business applications were never designed to leverage or understand the spatial relationships that exist between data, particularly data from large multi-dimensional and disparate data sources. Once data can be viewed spatially, it opens up a whole new way of looking at data, promoting better, faster and more informed decisions.

Going From Table to Spatial

What makes location intelligence such a powerful visualization technique is its ability to represent complex data as a series of shapes and colors that take form (meaning) when viewed against the backdrop of a map. This is one of the most intuitive methods available for comprehending data as the brain is instinctively wired to understand the importance of shapes and their relative positioning to each other. The size, color and type of a shape all has a bearing as to how the brain interprets the importance of the shape and the appropriate course of action. For example, simply driving from point A to B forces the mind to process large amounts of visual data instantaneously, avoiding obstacles while at the same time charting the best and most efficient course. When it comes to understanding business data, the ability to represent this information both visually and spatially allows for the same type of quick and instinctive analysis as to the meaning of the data and the appropriate course of action.

Location Intelligent Visualization

The Benefits of Location Intelligence

- Uncover trends and patterns that occur across and between business lines and organizations

- Identify new opportunities for market growth and increased operational efficiencies

- Empower employees across the enterprise with intuitive, easy-to-use data analysis tools

- Deliver pinpoint sales and marketing campaigns with a message and product tailored to your customers and market
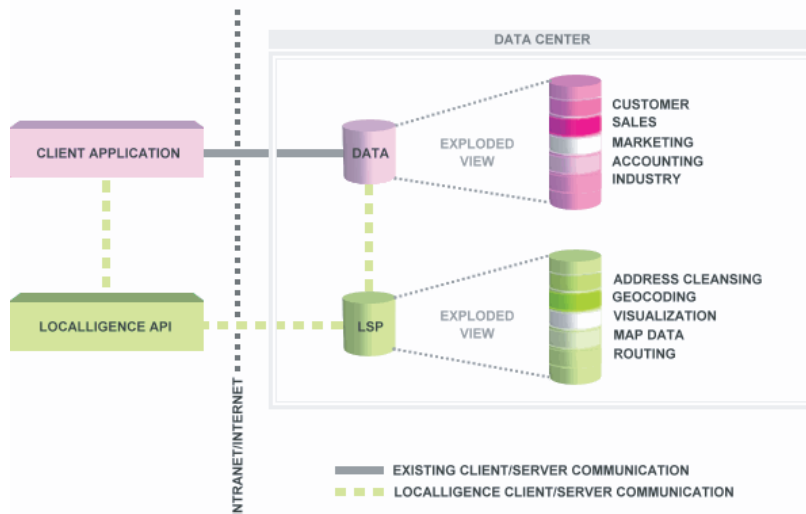
The Localligence Advantage

Localligence helps companies fully realize how location information can help them make better, faster and more informed decisions. We do this by providing a spatial platform (the Localligence Spatial Server) that seamlessly integrates into existing databases and back office systems; along with tailored applications that deliver a true, enterprise wide view to the businesses landscape. A view that helps executives and managers see previously hidden trends and patterns, while also uncovering new opportunities to increase sales and market share as well as optimize efficiencies across the enterprise.

The Localligence Spatial Platform™ (LSP)

The Localligence Spatial Platform (LSP) is a server comprised of a number of modules that perform specific roles in spatially enabling an enterprise's data. This server can reside locally behind the firewall within an intranet environment, or be remotely hosted at the Localligence data center for internet based applications. What option an enterprise selects is generally based on the type of data and application under consideration and the level of security required.

The Localligence Spatial Platform Architecture

DATA CENTER

CLIENT APPLICATION

DATA

EXPLODED VIEW

CUSTOMER
SALES
MARKETING
ACCOUNTING
INDUSTRY

LOCALLIGENCE API

LSP

EXPLODED VIEW

ADDRESS CLEANSING
GEOCODING
VISUALIZATION
MAP DATA
ROUTING

INTRANET/INTERNET

—— EXISTING CLIENT/SERVER COMMUNICATION
▪▪▪▪ LOCALLIGENCE CLIENT/SERVER COMMUNICATION

Address Cleansing

Address cleansing ensures that addresses are valid and can be displayed visually on a map. The address cleansing engine corrects any mis-spellings and can reconstruct an address that is missing key information, such as a city and/or zip.

Geocoding

Geocoding generates the latitude and longitude coordinates of an address in order to show it on a map. The LSP geocoding engine can accurately position addresses to a specific position along a street, or to a defined area, such as a zip code or county.

Visualization

The LSP visualization engine combines existing data visualization tools, such as charts, graphs and gauges and presents them spatially on a map. Once displayed users can interactively zoom (drill down) into areas on the map for further analysis and review.

Map Data

The LSP can display both vector and raster data. Vector data provides the fastest map display, but is not as rich as raster data which can contain satellite and aerial photography of an area.

Routing

The Routing engine is used to determine driving directions between various locations, providing step-by-step instructions along the way.
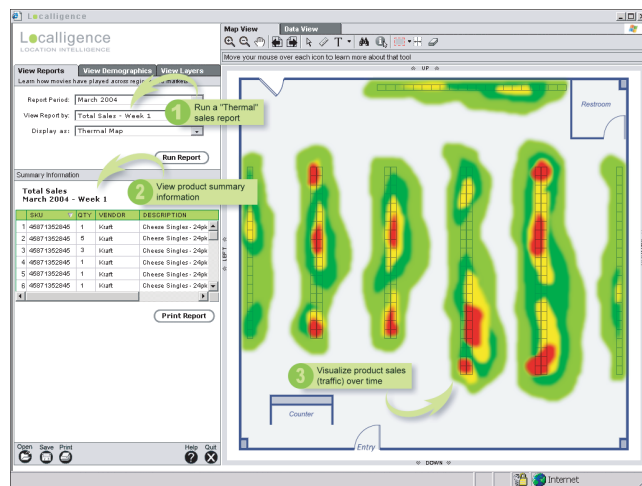
Localligence is a leading **business intelligence** and **data visualization** company providing enterprise class **spatial solutions** and **services**.

Localligence offers a number of solutions that help specific industries, government organizations and departments to better understand their business and operating landscape. By leveraging the power of location companies are able to drill down deeper into their data and used advanced, intuitive and easy-to-use visualization tools that help executives, managers and analysts make better, faster and more informed decisions. If you've ever said *"show me where..."*, then location intelligence solutions have a place in your business.
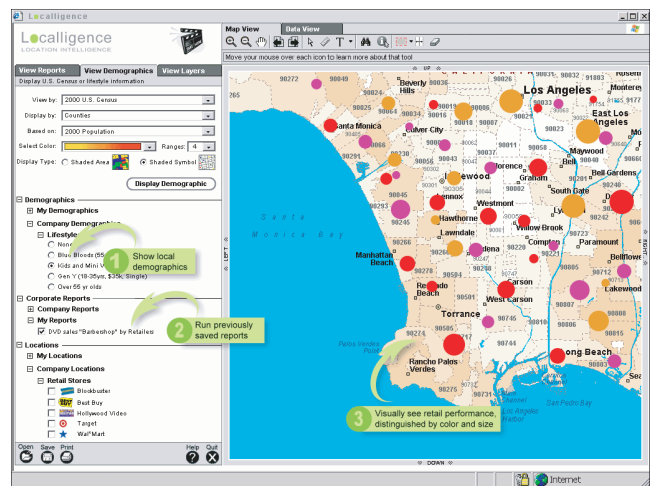
Localligence Application Scenarios

Retail (CPG)

Track and monitor item level sales, identify optimum product placement, view department, store and chain performance and control inventory.
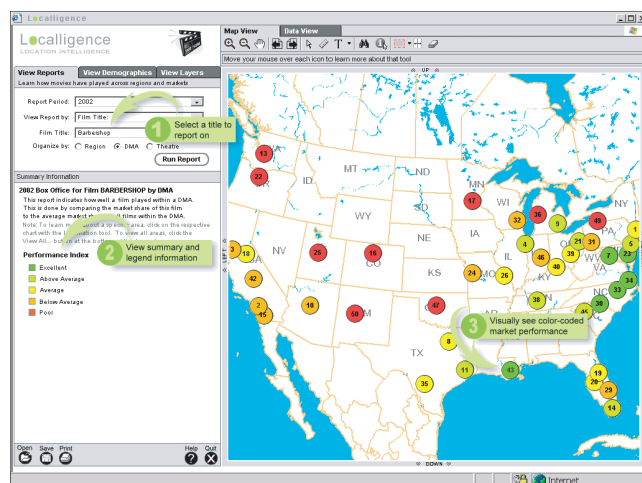

Sales & Marketing

Perform site analysis, identify lifestyles, optimize sales territories and plan marketing campaigns.

Business Intelligence

Gain greater insight into disparate data sets, go beyond tables, charts, graphs and gauges, uncover trends and view data more intuitively.

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