

DATA SHEET

AnySite® 8.8

ANYSITE 8.8 CONTAINS POWERFUL ENHANCEMENTS TO HELP YOU GAIN NEW INSIGHTS INTO YOUR CUSTOMERS AND MARKETS.



Summary

The latest version of AnySite makes it easier for you to analyze and identify the sites and markets with the greatest potential for your brand.

Benefits

- Trade area thematics help you to determine a location's potential at a glance.
- Sister store correlation support simplifies the process of identifying which of your existing store trade areas is most similar to the one you are studying.
- AnySite Data Engine now delivers greater speed when analyzing data from a remote database.
- Trade area "band" analytics and reporting make it easier to analyze trade areas.
- Batch processing enhancements increase productivity.

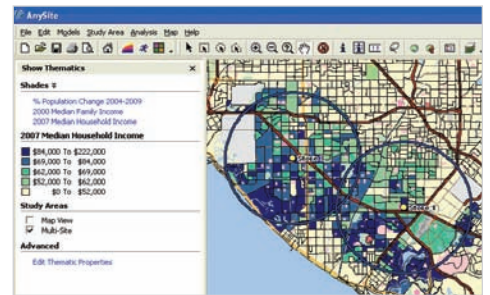
OVERVIEW

AnySite is an essential decision support tool for the retail, restaurant, real estate, and financial services industries. It is designed to provide real estate analysts and marketers with new location, customer, and market insights.

AnySite is based on an open architecture that enables you to integrate the specific content you need from the sources you prefer.

Version 8.8 of AnySite features the following enhancements:

- Themes Within Defined Trade Areas
- New Data Manager
- Place Custom Location(s) by Address
- Improved Individual Style Functionality
- Support of Sister Store Correlation Functionality
- Reporting Enhancements
- Support of Banded Trade Areas
- Improvements to Hot Spot Creation
- Index Reporting Enhancements
- Batch Processing Enhancements



Version 8.8 of AnySite provides the ability to create a map thematic that is restricted to the boundary of a trade area. Note the blue to pale yellow "Median Household Income" thematic within the blue boundaries of the trade areas for the two sites in the map view.

New Data Manager

The AnySite Data Manager replaces the previous Data Vending Tool. This application enables users to import their proprietary data into the AnySite Data Engine (ASDE). Users can import data into ASDE via a Database Connection or a flat file.

The new AnySite Data Manager allows you to import your proprietary data and access it when you are disconnected from your network, and to perform calculations across ASDE data and proprietary data. You will also notice faster report generation in cases where a report contains a large number of proprietary data fields.

Data vending functionality is supported through the "Exports" option. The "Jobs" option enables users to kick off the processing of a combination of Imports and Exports processes.



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Place Custom Location(s) by Address

Now you can create custom locations by simply entering the address into the AnySite geocoder interface.

Improved Individual Style Functionality

This feature makes it much more efficient for users to group companies into separate categories which then can be thematically rendered within AnySite. For instance, you could group your competitors into Primary, Secondary, and Tertiary groups, which appear in your map legend.

Support of Sister Store Correlation Functionality

Trade areas that are being analyzed in AnySite can now be correlated against Sister Store Trade Areas in the AnySite Segmentation Plug-in version 2.0.

Reporting Enhancements

You can now add Totals and Averages to specific variables on the Detail and Comparative report. In addition, users can now mix ASDE variables from other sources on the Detail Report. A Find button was added to the Report Editor to make it more efficient to locate the variables you would like to display on a report,

Support of Banded Trade Areas

When you define a ring or drive time study area and want to view a report, you now have the option to create a report that includes report information for rings and the corresponding bands.

Improvements to Hot Spot Creation

The workflow to create both Standard and Gradient Hot Spots is now easier and more similar to the process for creating Thematics Range Shades.

Index Reporting Enhancements

The Index Manager now has a more robust and user friendly geography selection tree. Custom defined trade areas are still supported.

Batch Processing Enhancements

If you have trade areas, for rings or drive times, defined in a table of sites that are queued for batch processing, this enhancement enables you to identify the field to be used for creating the trade area for each site. This feature also compliments Sister Store Correlation capacities if you have the Segmentation 2.0 Plug-in for AnySite.

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