

Analytic, Development & Production Services

Mapping and location-based solutions are incredibly visual, powerful and flexible. They can help you solve many business problems — from market analysis and site selection to network planning and customer care. If you have a special project or application in mind, but don't have the time, in-house resources or expertise to get started or make it happen, Empower Geographics does.

Empower is staffed with industry-expert consulting, application development, map production, and training resources. Our many satisfied customers have told us that our services helped save extra steps, costly mistakes and valuable time. Call us and see what we can do for you.

Location Analysis Services

Our experts can help you analyze information that's critical to making more informed decisions. Here are a few examples of our location analysis services:

- **Sales Territory Management** — Balance territories based on geography, driving distances, lead distribution, sales potential or any other criteria. Balanced territories lead to increased productivity and sales.
- **Demographic Analysis** — We'll help you easily spot the demographic trends of any area, helping you discover valuable information for targeting your sales and marketing efforts.
- **Site Selection** — Take into account traffic, competitors, cannibalization, trade areas and more when selecting the best site for your business.



- **Drive Time** — It's important to know how far your customers are willing to drive to reach you. How many prospects can you reach in a ten minute drive from your store? Twenty minutes?
- **Trade Area Analysis** — Plot customer locations, analyze drive times, and visualize competitor and your own locations to discover your true trade area.
- **Proximity Analysis** — How do you direct customers to the nearest store or dealer? What services can a customer receive in their location?

Application Development Services

Empower will listen to your needs in order to build a custom application that can increase user productivity and reduce the time to solve a business problem. Your custom application will be carefully designed, expertly programmed and fully supported. We offer everything from simple application integration to enterprise-wide systems development:

- Porting desktop applications to the Internet for widespread deployment

- Internet mapping applications for Find Nearest, Executive Information Systems and Customer Service.
- Custom MapInfo Professional® interfaces and functionality via MapBasic®.
- Seamless integration of MapInfo Professional with other applications.
- Wireless solutions development including RF engineering, trouble ticketing and tracking and productivity-enhancing utilities.
- Database design and spatial database integration.
- Development environments:
 - MapBasic/MapInfo Professional
 - MapXtreme® (Java and Active Server Pages)
 - MapMarker®
 - MID/MIF
 - Java
 - Delphi™
 - Visual C++
 - SQL
 - Web technology
 - XML (eXtensible Markup Language)
 - Oracle 8i™ and Oracle 8i Spatial™

Map Production Services

Without the right printing facilities and library of good data, it's hard to be your own map production department. Turn to Empower for fantastic maps and fast turnaround time. We are staffed with experienced cartographers and business analysts who can produce custom maps of any size for use on your web site, for analysis or for presentations.

In addition, we offer plotting services to print high quality, large-scale maps that command an impressive presence when displayed in any room to any audience.

Geocoding/Data Services

Geocoding and address correction/cleaning services keep your customer databases current and accurate, allow you to plot your customers on a map, and ensure that more of your mail gets delivered.

We also can supply accurate, up-to-date industry, demographic and map data, ensuring your analysis is based on the best information possible. Empower's superior data and analysis will help you make smarter and faster decisions in areas of Sales Territory Alignment, Retail Site Selection, Customer Segmentation and Profiling, Marketing Programs and more.

Telecommunications Expertise

In both development and production, Empower has years of expertise and domain knowledge in the telecommunications industry, both wireless and landline.

We have worked closely with some of the nation's leading telecommunications carriers to assess needs and design, develop, and implement custom solutions. Our solutions expertise includes market analysis, network planning and buildout, customer relationship management, and customer care.

About Empower Geographics

Empower specializes in making location strategic for business. Centrally located in the Chicago area, we are a flexible, customer-focused organization offering personal, expert attention and the ability to meet any customer needs at any scale. We offer a complete portfolio of mapping software, data products and services to support site selection, customer profiling, marketing, territory alignment, routing, asset management, customer care and other critical business applications.

**Call Empower today for a
FREE consultation**

1.888.627.7767

www.empowergeo.com

