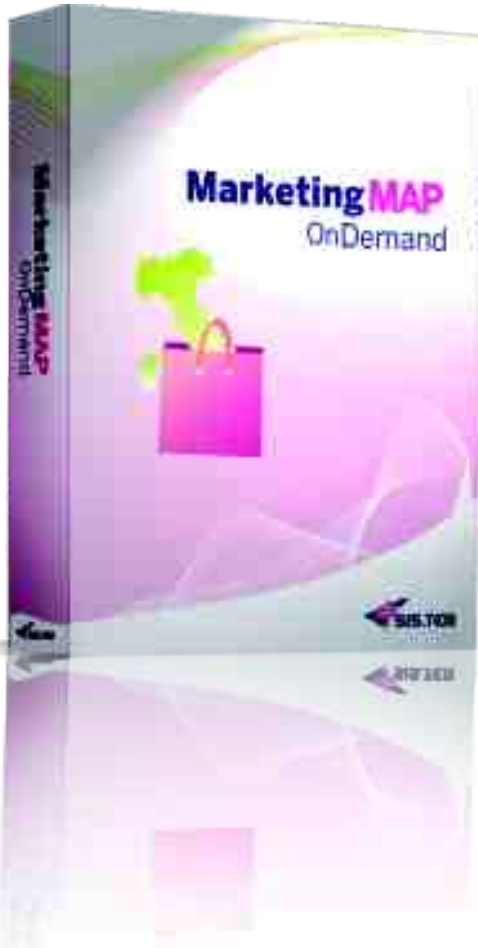




Marketing **MAP** OnDemand

Geomarketing
Has Never Been
So **Quick**
and **Useful**



Personalized, On-Demand
Geomarketing Analysis Service
**Carried Out and Handed In
in Just a Few Hours**



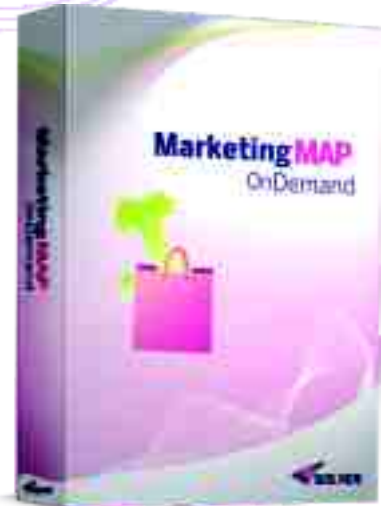
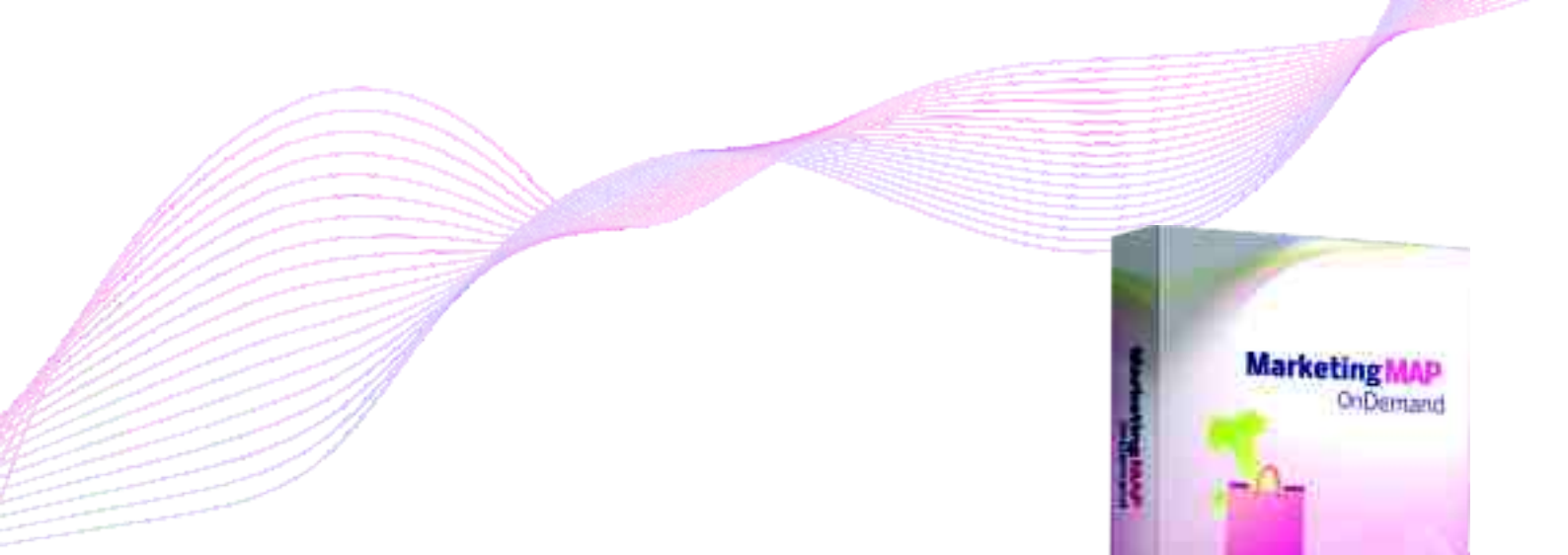
When you need to make strategic decisions and choose your investments, it is crucial to have the right data. Managers, consultants and entrepreneurs who need analyses in just a few hours can now rely on MarketingMAP On Demand



MarketingMAP is an on-demand service which allows you not to waste resources on databases or private software and to quickly access the results of the required analysis.

Fast, immediate, just a few clicks away, it is the perfect solution to focus on the target of the analysis, identify the right path, broaden it and study it more in depth.

MarketingMAP is not a software, but an on-demand back office service, processed by a specialized team which uses the most up-to-date databases.
OUR PEOPLE AND KNOWLEDGE AT YOUR SERVICE



A standard analysis includes:

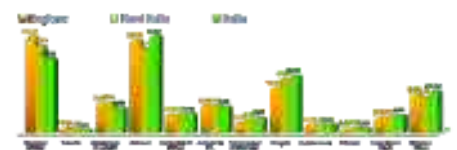
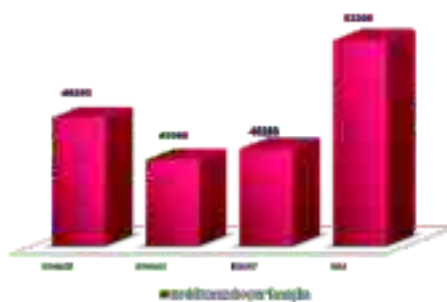
Mapping of catchment areas defined by the client (up to 5 isochrones) through a combination of travel time, means of transport and traffic levels.



MarketingMAP Allows You to Have the Right Information

Analysis of the population living in each catchment area by age, sex, families, immigrants.

Analysis of the supermarkets, discount stores, shopping centres, etc. in each catchment area with their commercial information (retail surface, cash desks, brand, shops, etc.).



Comparative analysis of the data about population and income based on provincial, regional and national mean values.

Data visualization through charts, diagrams and cartographic presentation dossier.



Example of Analysis

RESEARCH TITLE AND ABSTRACT

Data Extraction about the Population Living in the Area around the Designated Target and Concerning the Setting Up of a New Shopping Centre



Example of Analysis

DEMAND ANALYSIS
Data Extraction about the Population Living in the Area around the Designated Target and Concerning the Setting Up of a New Shopping Centre

SOURCE OF DATA

1. 2001 Istat Census (Cartography and Database)
2. Processing and Integration of ISTAT Data by Unioncamere and Camere di Commercio for the Area Concerned
3. Ministry of Education, University and Research
4. Official Vectorial Road Graphs for the Region or Province Concerned
5. Infocommercio Database about Large-Scale Retail Trade and its Geocoding

INFOCOMMERCIO DATABASE

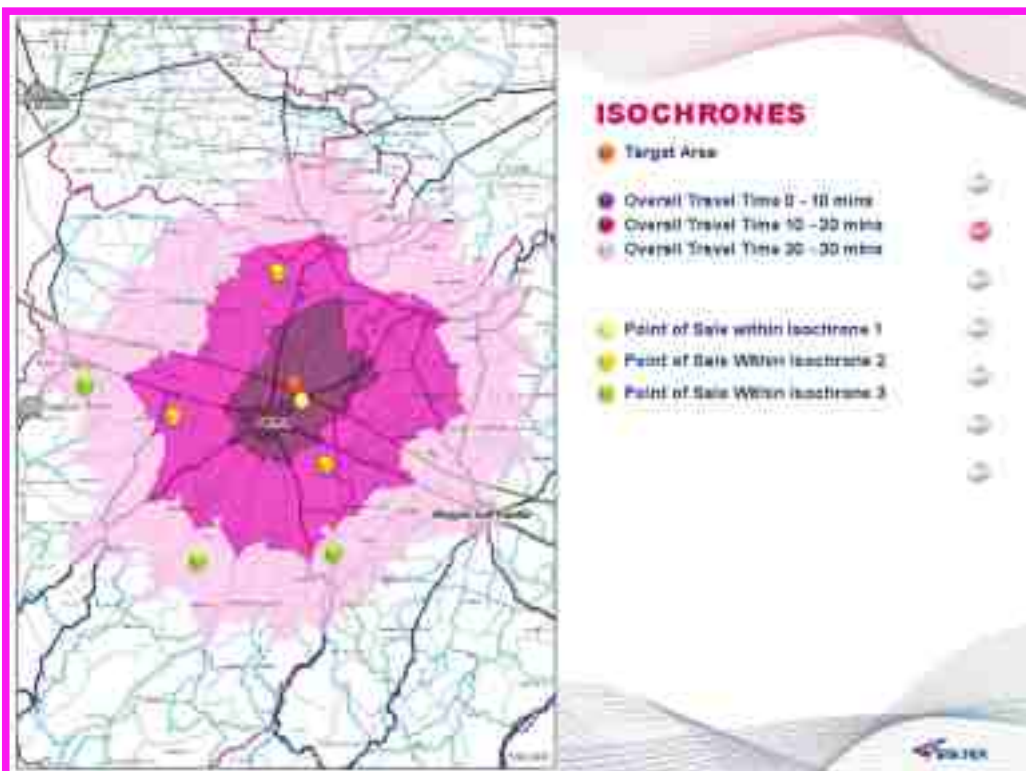
1. Supermarkets
2. Hypermarkets
3. Cash & Carry
4. Shopping Centres
5. Discount Stores



1 Demand Analysis

ISOCHRONES

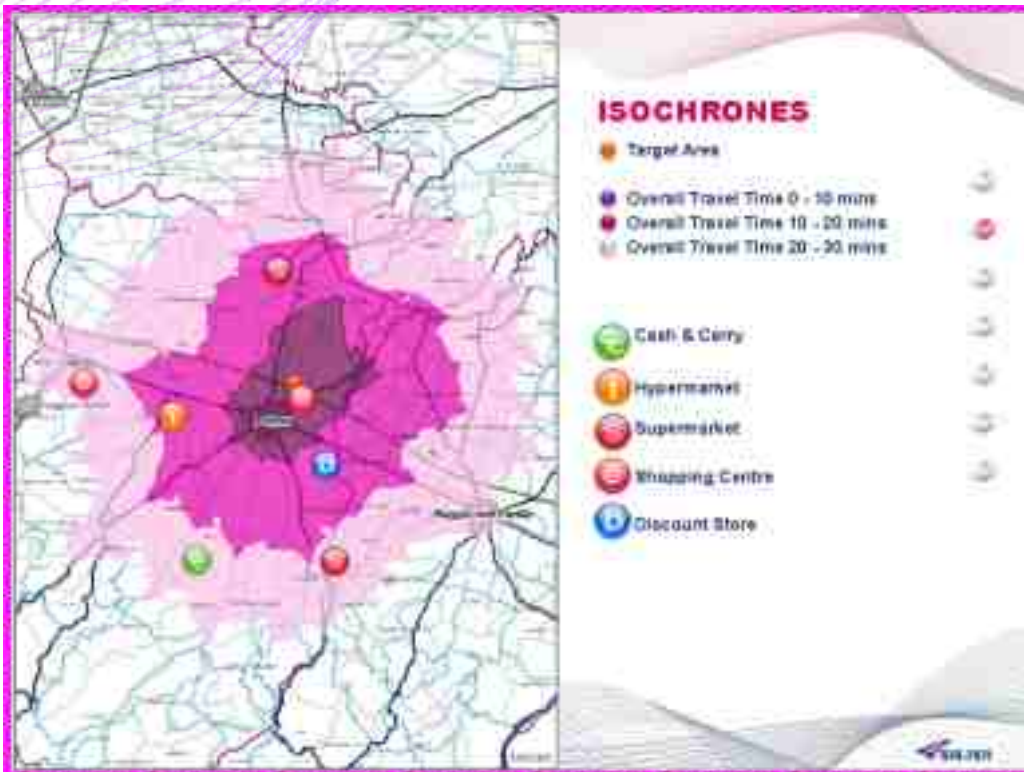
- Target Area
- Overall Travel Time 0 - 10 mins
- Overall Travel Time 10 - 20 mins
- Overall Travel Time 20 - 30 mins
- Point of Sale within Isochrone 1
- Point of Sale Within Isochrone 2
- Point of Sale Within Isochrone 3



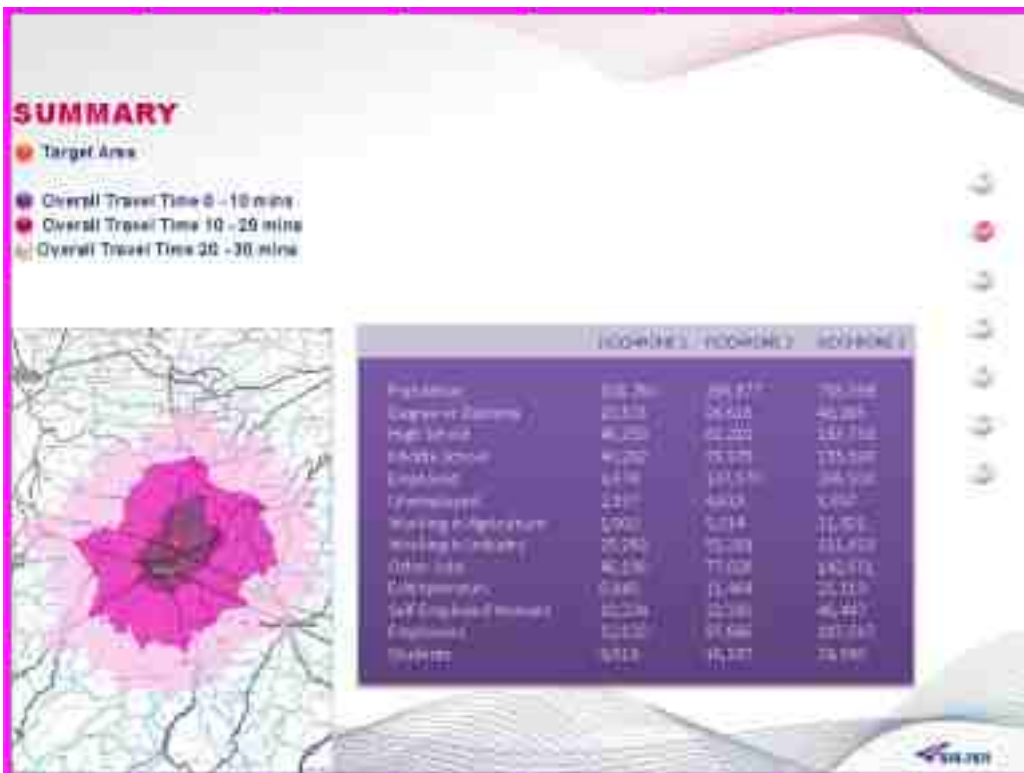
2 Isochrones, Cartography, Shopping Centres



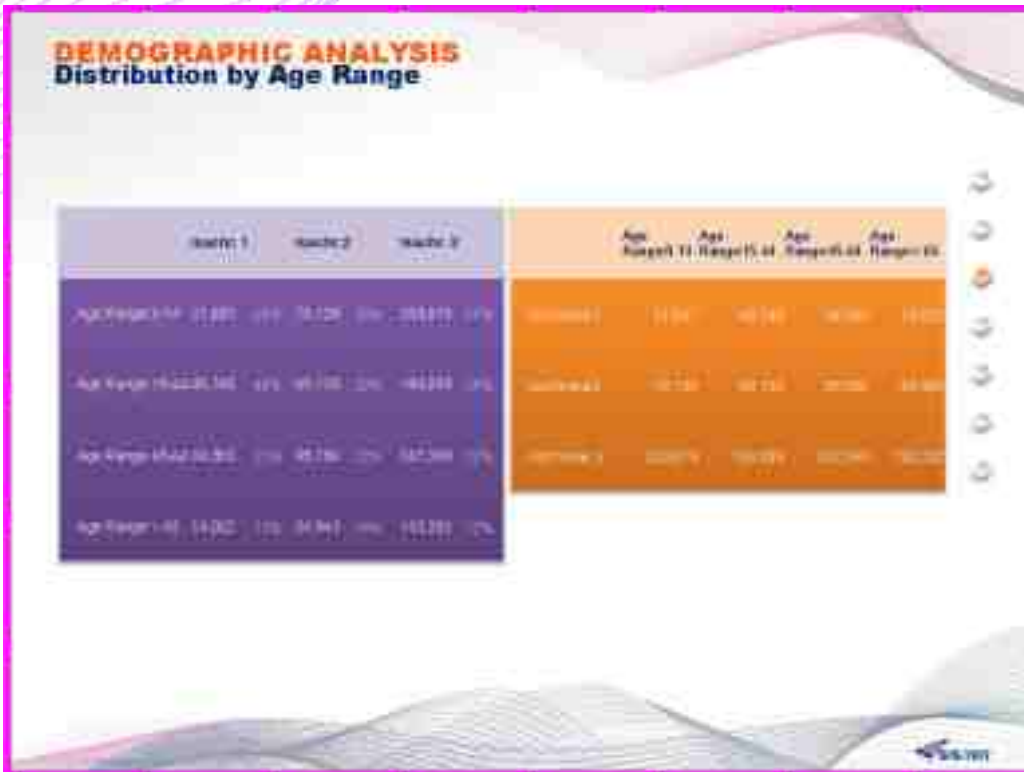
Example of Analysis



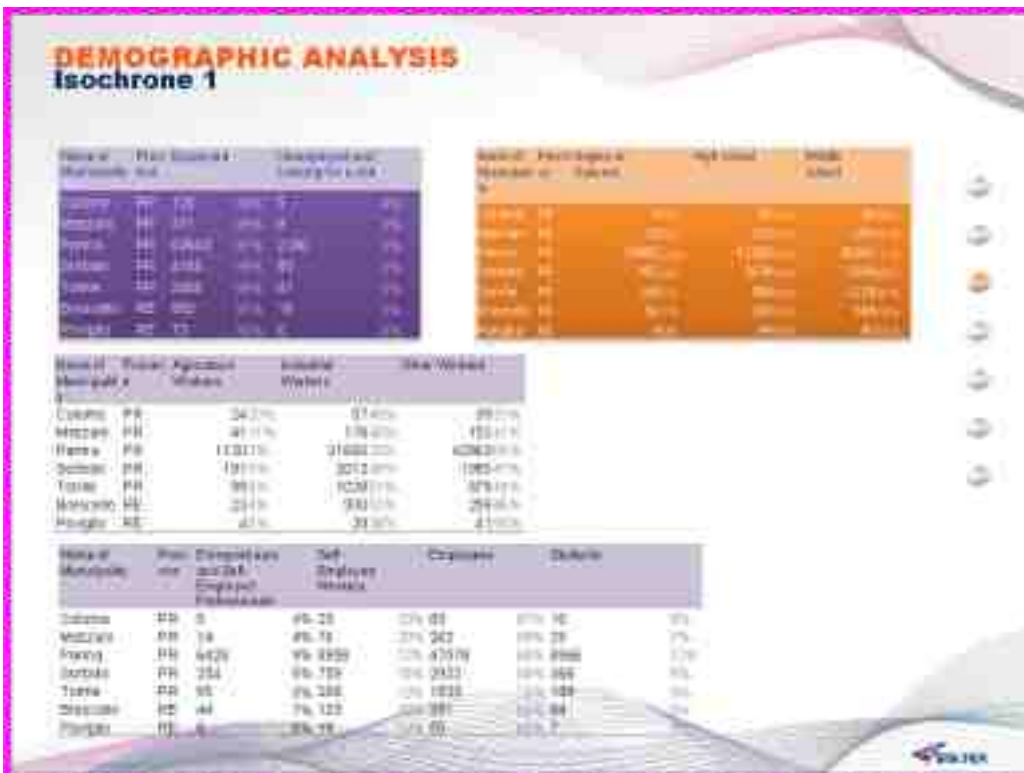
2 Isochrones, Cartography, Shopping Centres



Example of Analysis



3 Demographic Analysis



Example of Analysis

DEMOGRAPHIC ANALYSIS
Isochrone 2 (Education)

The screenshot shows a software interface with a table of demographic data. The table is mostly obscured by a large orange rectangle, but the following columns are visible: 'Name of Municipality', 'Municipality', 'Population', 'Age Group', and 'Male/Female'. The data is organized into a grid with multiple rows and columns.

3 Demographic Analysis

DEMOGRAPHIC ANALYSIS
Isochrone 2 (Job)

The screenshot shows a software interface with a table of demographic data. The table is mostly obscured by a large purple rectangle, but the following columns are visible: 'Name of Municipality', 'Municipality', 'Population', 'Age Group', and 'Male/Female'. The data is organized into a grid with multiple rows and columns.



Example of Analysis

DEMOGRAPHIC ANALYSIS
Isochrone 3 (Job)

Geography	Population	Age	Gender	Income	Education	Occupation	Home Value	Home Age	Home Type	Home Size	Home Age	Home Type	Home Size	Home Age	Home Type	Home Size
...

3 Demographic Analysis

DEMOGRAPHIC ANALYSIS
Isochrone 3 (Education)

Geography	Population	Age	Gender	Income	Education	Occupation	Home Value	Home Age	Home Type	Home Size	Home Age	Home Type	Home Size	Home Age	Home Type	Home Size
...



Example of Analysis

GDP INDICATORS

Province	Mean Per Family Income	Province	Mean Family Income
Province 1	1214	Province 2	1024
Province 2	1200	Province 3	1100
Province 3	1200	Province 4	1010
Province 4	1200	Province 5	1100

Category of Expense	2000	2001	2002	2003
Food	1100	1100	1100	1100
Alcohol	100	100	100	100
Medical	100	100	100	100
Transportation	100	100	100	100
Education	100	100	100	100
Entertainment	100	100	100	100
Utilities	100	100	100	100
Healthcare	100	100	100	100
Insurance	100	100	100	100
Other	100	100	100	100
Total	1200	1200	1200	1200

4 GDP Indicators

INFOCOMMERCIO DATA

Activity	Year	Value	Year	Value	Year	Value	Year	Value
Activity 1	2000	100	2001	100	2002	100	2003	100
Activity 2	2000	100	2001	100	2002	100	2003	100
Activity 3	2000	100	2001	100	2002	100	2003	100
Activity 4	2000	100	2001	100	2002	100	2003	100
Activity 5	2000	100	2001	100	2002	100	2003	100
Activity 6	2000	100	2001	100	2002	100	2003	100

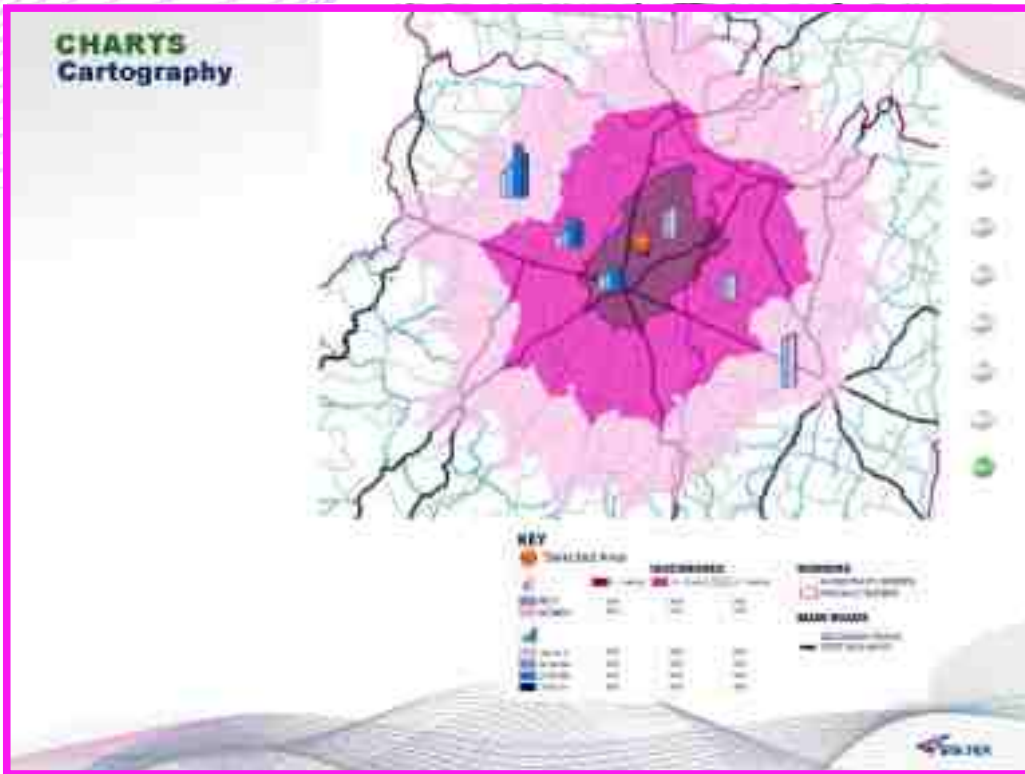
Σ Data

Activity	Year	Value	Year	Value	Year	Value	Year	Value
Activity 1	2000	100	2001	100	2002	100	2003	100
Activity 2	2000	100	2001	100	2002	100	2003	100
Activity 3	2000	100	2001	100	2002	100	2003	100

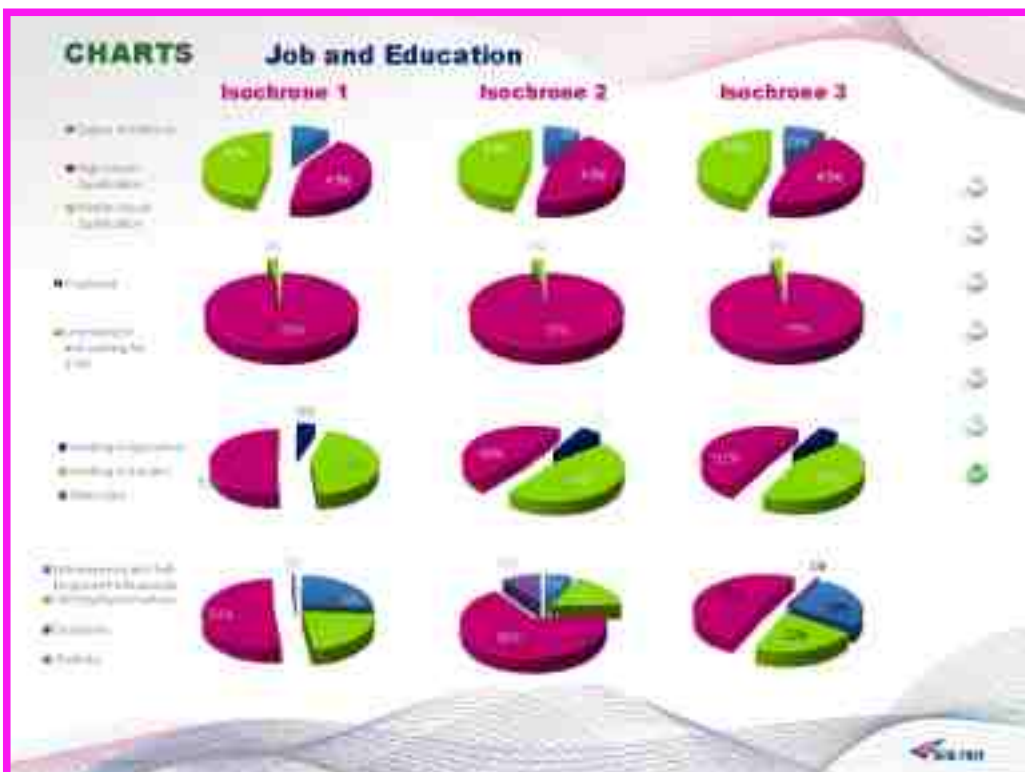
5 Infocommercio Data



Example of Analysis



6 Charts

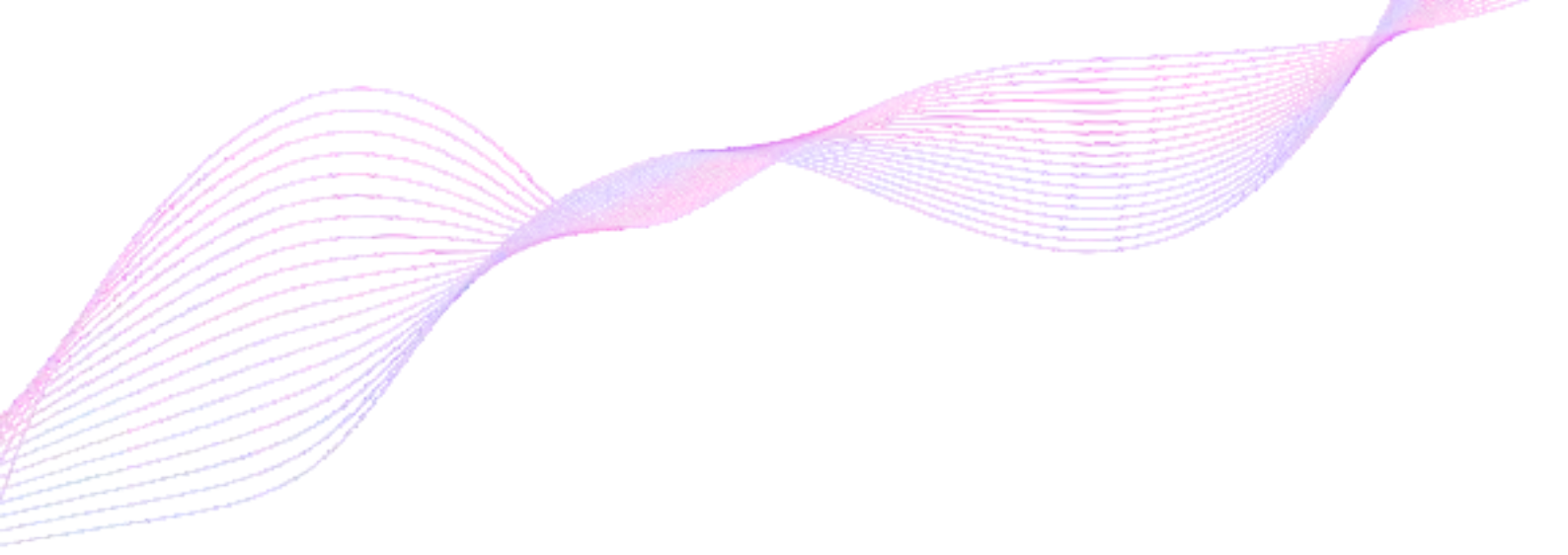


Example of Analysis



6 Charts





Sis.Ter S.r.l.
Via Mentana, 10
40026 Imola (Bo) - Italy
Phone +39 0542 364030
Fax +39 0542 612130
Web www.sis-ter.it
E-mail sister@sis-ter.it

Sales a.seravalli@sis-ter.it
Mobile +39 329 6708288



001 001 001 001 001
Certificato Reg. n°/A 40026/10