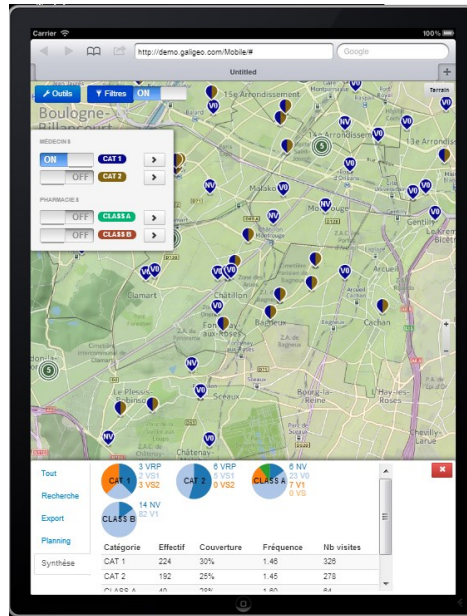


Mobility: How location intelligence is moving outside the office to become an enterprise productivity tool



The benefits of Location intelligence has moved beyond the traditional BI users or Analysts. Portable devices and 4G bandwidth puts Location Intelligence in the hands of new groups of users. Now Location Intelligence capabilities, integrated with BI dashboards and CRM/Marketing analytic tools help field marketing localize campaigns and sales teams better manage their territories and accounts, with improved productivity through new ways to visualize data and information.

New tablet devices combined with 4G deployments significantly enhance and improve access to rich data visualization delivered by location intelligence functionality. The typical business user of the tablet can realize the benefits of location enhanced analysis without needing to be experts in geo-spatial or cartographic analysis tools.

How Mobile Enhances Location Intelligence

The tablet connects the user to BI data, CRM data and geomarketing data within a well-designed and intuitive interface. Now field marketing and sales teams have access to a wealth of information, such as market share, trade areas, competitors' points of sale, demographic data, consumer potential, client typology and penetration rate. With all of the information at their fingertips, users can interrogate their data visually and gain valuable location oriented insights, resulting in improved decision-making and business outcomes. By adopting mobile location intelligence solutions, companies across a wide range of industries including retail, consumer goods, food and beverage distribution, pharma/life sciences increase their effectiveness in providing the sales force complete visibility of information on prospects, customers and products, no matter where the user is at that moment.



Location Intelligence has moved beyond BI analysis to operational transformation

- Territory Management & Account Profiling
- Visit Planning & Customer Schema's

4G Devices put Location Intelligence benefits in the hands of field reps

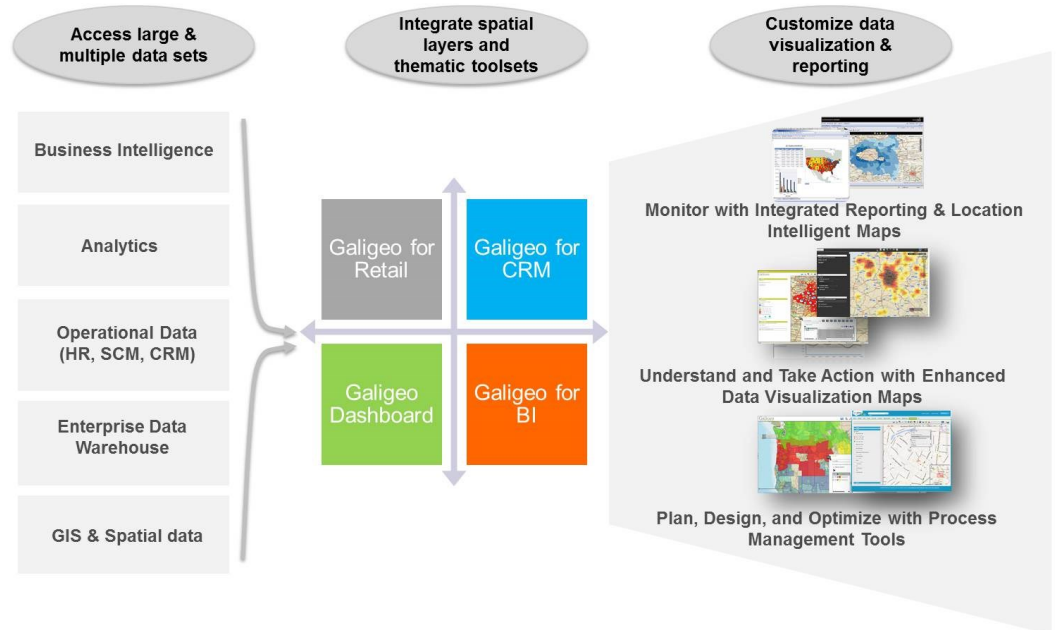
- Call/Route Planning and Sequencing
- Customer location and site mapping

Mobile Location "visualized" data and information results in improved productivity

- Better call planning based on actual routing and travel times and modes (transportation overlays)

Innovative Location Intelligence Solutions for Superior Business Outcomes

The Galigeo solution capably combines corporate data (Finance, HR) with Business Intelligence data (SAP BusinessObject, IBM Cognos, MicroStrategy) and operational data (CRM systems, such as, Microsoft, Salesforce.com, SCM and ERP, etc.) with rich geo-spatial data in a geographic representation to enhance data visualization, and improve synthesis, analysis and decision outcomes.



Galigeo: A Legacy of Success Supporting An Innovative Growth Agenda



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