

# Micromarketer Generation3 for Romania

Geographical Information Solutions

 **experian**<sup>®</sup>



**Geo Strategies**

Welcome to the  
next generation of  
global geomarketing  
solutions.



**Micromarketer Generation3 for Romania is part of Experian's new suite of geographical analysis software. Developed over 25 years of providing organisations with geo-marketing solutions, Micromarketer is used by over 500 organisations throughout the world to support their tactical and strategic decision-making.**

**Micromarketer Generation3 enables you to profile your customers, to evaluate sales versus market potential, to make better informed location decisions, to assess the potential of local advertising areas and to target communications more effectively.**

**Provided inclusive of Experian's portfolio of socio-demographic, local market, and cartographic data, it is an essential tool for any organisation that wishes to develop its business through the more dynamic use of geographical information.**

## **Micromarketer Generation3**

MicromarketerG3-RO is an integrated geographical analysis tool that provides customer profiling, catchment definition, sales territory analysis, data modelling, mapping and visualisation in an easy-to-use software application.

**MicromarketerG3 for Romania** – is a sophisticated, single user desktop application that incorporates the latest advanced GIS functionality within a simple-to-use, map-driven interface. Including our new intelligent database engine and high quality reporting and mapping, MicromarketerG3-RO desktop is designed to meet the requirements of both the everyday business analyst, and the more advanced GIS user.



## A new generation of geo-marketing solutions

When using MicromarketerG3-RO, you can be confident that you are using one of the world's most powerful geo-marketing tools.

### **Advanced geographical analysis combined with a simple, easy-to-use interface –**

MicromarketerG3-RO incorporates best of breed GIS mapping and visualisation. Its map-driven interface makes it easy to use, whilst its powerful geographical analysis tools provide enormous flexibility for the interrogation, analysis and visualisation of data.

### **An integrated software and data solution –**

MicromarketerG3-RO provides access to Experian's global data. This includes access to some of the world's most detailed and comprehensive information on individuals, businesses, local markets and economies. It also provides access to Experian's international network of Mosaic consumer segmentation, which classifies over a third of the world's population and is available in 25 different countries.

### **More accurate geographical analysis and data interrogation –**

by combining the very latest GIS technology with our new intelligent data retrieval engine, MicromarketerG3-RO allows users to define their own catchments without being constrained by the standard geographies used by similar systems. The result is a more accurate definition of your territories or drive times, and a definitive analysis of data in relation to your catchment area, be it demographics, sales or market penetration.

### **Easy to maintain and update –**

MicromarketerG3's dynamic database structure makes it easy to store and maintain information, to switch between old and new data sets, and to add information from different source geographies.

### **Flexible reporting and visualisation of data –**

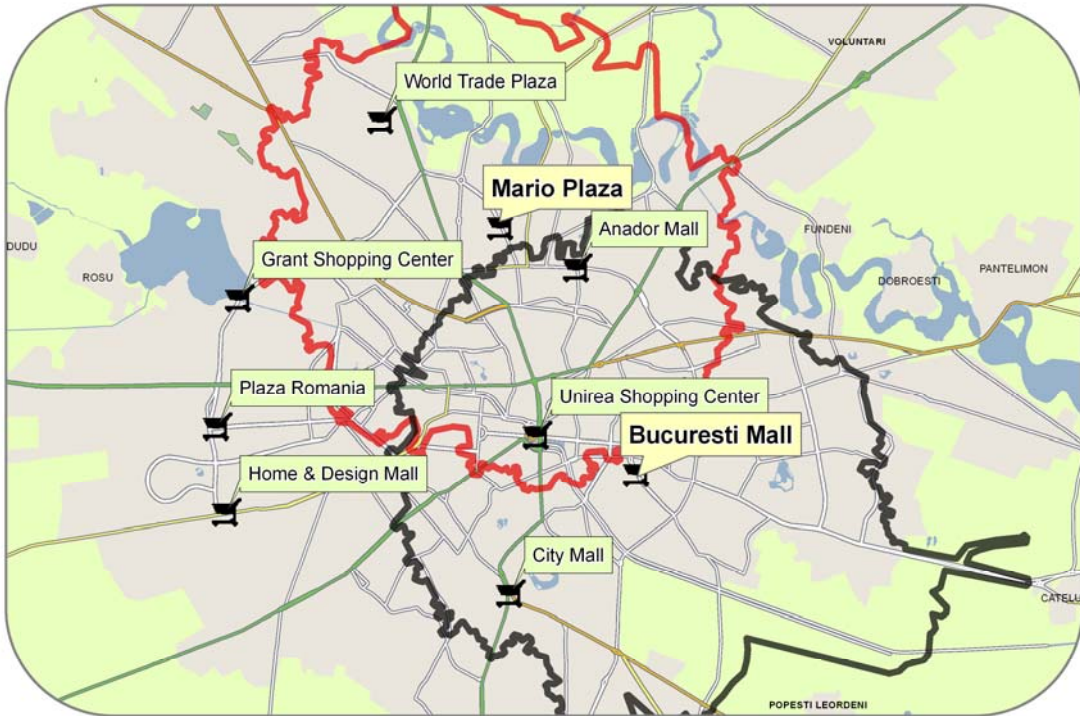
MicromarketerG3's reporting tools make it easy to compile and share analysis with other users. Maps, analysis and charts can be customised and templated to include the provision of multiple datasets within the same map or report, multiple dataviews, hyperlinks and multimedia visualisation. Analysis, maps and reports can be exported in a wide variety of file formats including xls, mdb, csv, pdf, rtf, eps and html.

**Data connectivity** – as well as having its own database formats for manipulating and storing information, MicromarketerG3-RO provides connections to other relational database sources using OLEDB or ODBC. The application is directly compatible with industry standard applications including Oracle, MS Access, MS SQL Server, Business Objects and SPSS. This offers ultimate flexibility for accessing data directly from operational data warehouses immediately, without the need to build complex data extraction routines.

**Future-proofed software** – MicromarketerG3's combination of software and data components, coupled with Experian's commitment to ongoing research and development, creates a sustainable solution, capable of responding quickly to changes in technology and the demands of our customers.

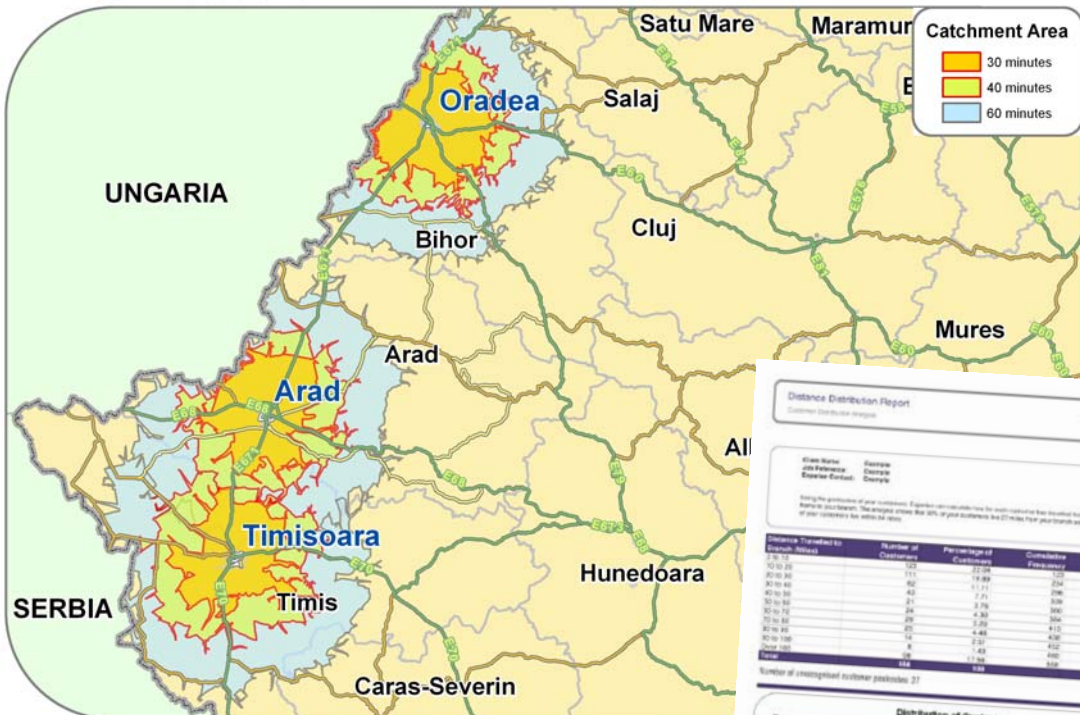


## Assess Areas of Interest

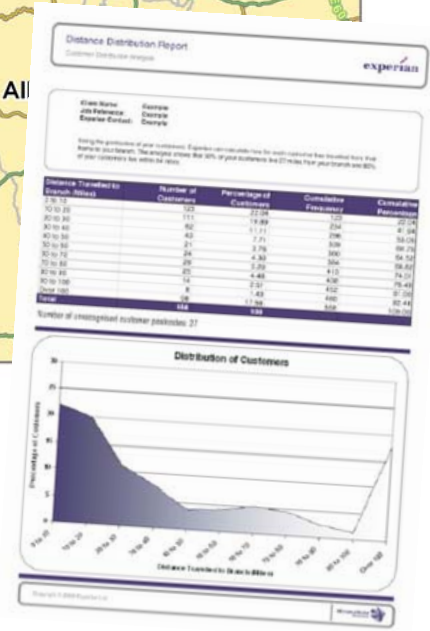


Copyright © 2006 Experian Ltd, Navteq 2006. Copyright © 2007 Geo Strategies.

## Retail Locations



Copyright © 2006 Experian Ltd, Navteq 2006. Copyright © 2007 Geo Strategies.



## How can MicromarketerG3 help you?

With 25 years of experience of developing and delivering geographical information solutions, Experian understands the problems faced by many organisations in the manipulation and analysis of geographical data.

MicromarketerG3-RO helps you address these problems. Designed as a practical business tool, its versatility and power mean that it is capable of addressing the needs of both the every-day business user and the more advanced GIS analyst.

Whether you want to quickly query the potential of a new location; benchmark sales performance using a standard set of maps and reports, and share this with colleagues; or wish to analyse in detail the interaction between your catchment areas, MicromarketerG3-RO can help.

MicromarketerG3-RO enables you to:

### Understand your customers

When integrated with Mosaic Romania, it unlocks the value of your customer data by identifying who and where your customers are, their lifestyles and behaviour.

- Understand the distribution of customers, and their concentration around a location
- Profile and identify the demographics, lifestyles and purchasing habits of customers
- Store, cross-tabulate and compare the socio-demographic profiles of customers from multiple data sources and identify opportunities for cross-sell and up-sell
- Analyse patterns of growth in customer behaviour and evaluate its impact on sales
- Use your customer profiles to target and recruit new customers

### Accurately define your sales territories

Evaluate the coverage and performance of your sales territories and understand how they interact.

- Calculate the distance between where your customers and your outlets are located to identify the attractiveness of a site
- Define catchment areas by drive time, radius or buffer; or by clipping, merging, and intersecting territories independent of standard postal or government geographies
- Identify areas of overlap between complementary and competing outlets
- Optimise logistics through more effective route planning and delivery networks

### Analyse your market and understand your sales potential

Evaluate the size and value of local markets, quantify market share and identify areas for growth within your business.

- Identify suitable locations for new stores
- Quantify and qualify the opportunities within local markets
- Identify concentrations of target audiences
- Evaluate market share in relation to competitors
- Forecast patterns of growth or decline at a local level

### Benchmark and forecast sales performance

Compare sales with market potential, and benchmark sales performance across your area.

- Model the behaviour of customers at a local level to quantify market potential for spend and product consumption
- Analyse existing sales information and benchmark this against market potential to evaluate sales performance
- Understand the performance of your sales territories and branch network

### Improve your targeting and communications

Establish the size and location of audiences in relation to the local media and quantify the costs for marketing and communication.

- Map the concentration and penetration of target audiences for leaflet distribution
- Quantify the coverage of local media in relation to sales territories
- Identify the best locations for door-to-door canvassing, field sales, distribution of point-of-sale material and direct marketing

### Visualise your analysis

Provide high quality illustrations of your data.

- Ensure consistency in the quality of your reporting by designing and branding your own map and report templates and share these across your organisation
- Disseminate information quickly and improve the flexibility of your reporting by mixing and matching different data, incorporating tables, charts, and maps into the same report
- Create efficiencies in your work by generating your catchments in batch and initiate batch reporting of these catchments
- Improve the graphical interpretation of your data through the use of three-dimensional images, photographs, raster and vector-based maps
- Maintain accuracy of your reporting by incorporating hyperlinks and direct database connectivity

## What our clients say

Micromarketer customers are drawn from all over the world. They include financial service providers, clothing and fashion retailers, grocery stores, FMCG manufacturers, motor manufacturers, property investors, telecom operators and utilities.

Many clients have been using Micromarketer for over a decade, testimony to the quality of our products, and a measure of our commitment to customer support.

Our dialogue with clients is an integral part of our ongoing development programme. This ensures that we keep pace with changes in technology and the demands of the market.

*"After an exhaustive review of the market, we believe that MicromarketerG3 offers the best solution in terms of a complete mapping and data analysis system. Experian's mix of software, data and commitment to client support provides us with the unique point of difference we need to help our business grow."*

**Catrina Page, Head of Sales Intelligence,  
Manchester Evening News.**



**Business of the Year  
2003 and 2005**

*"TNT Post conducted a competitive evaluation of MicromarketerG3 and are convinced it offers significant benefits to our business. The power of the mapping engine, and the scope offered by the visualisation and reporting of data have brought considerable cost savings and efficiencies to our business. This radically improves the quality of our geographical analysis and the support we can give to clients in the accurate and timely delivery of door drop marketing."*

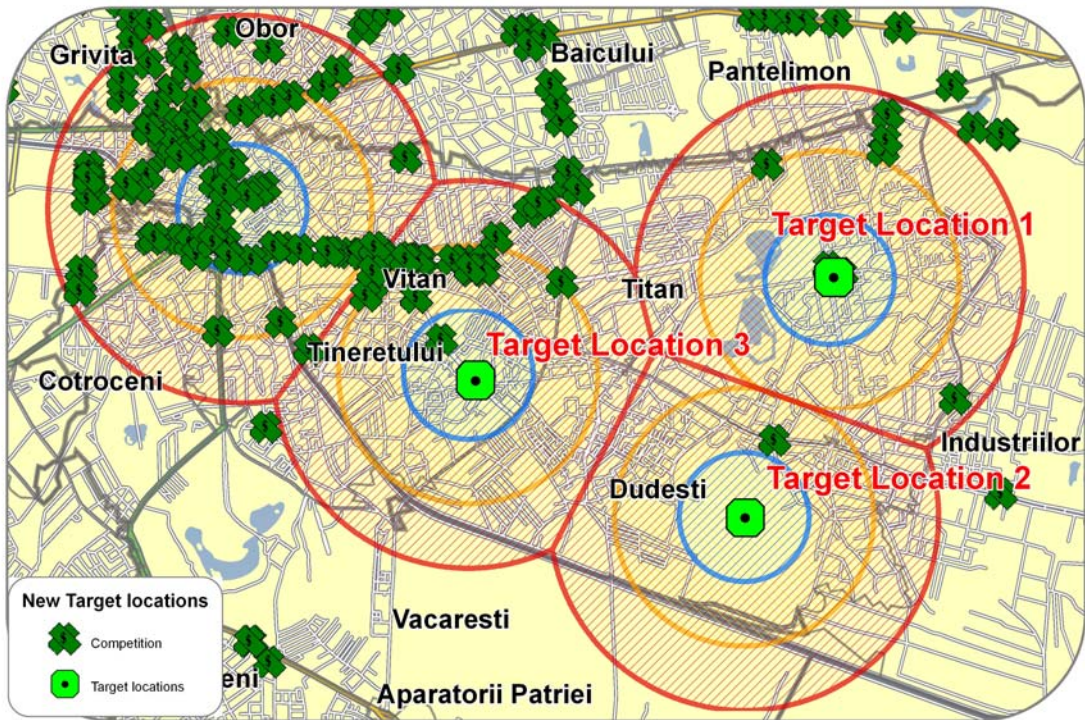
**Charles Neilson, Managing Director, TNT Post (Doordrop Media) Ltd.**

*"The Retail Division of the Co-operative Group has to continually monitor the performance of over 1600 grocery stores nationwide. This takes place against a backdrop of ever increasing competition and the changing demands of our customers. Having a GIS tool that is fast, flexible and user-friendly is a fundamental requirement of our business. We need a solution that enables us to quickly respond to the exacting requirements of analysing supermarkets and convenience store locations. Micromarketer Generation3 provides us with that solution. Its advanced geographical analysis tools give increased flexibility for defining our store catchments, whilst its complementary portfolio of demographic and retail location information ensures that we can accurately quantify the size of local markets and evaluate the performance of our branch networks more precisely."*

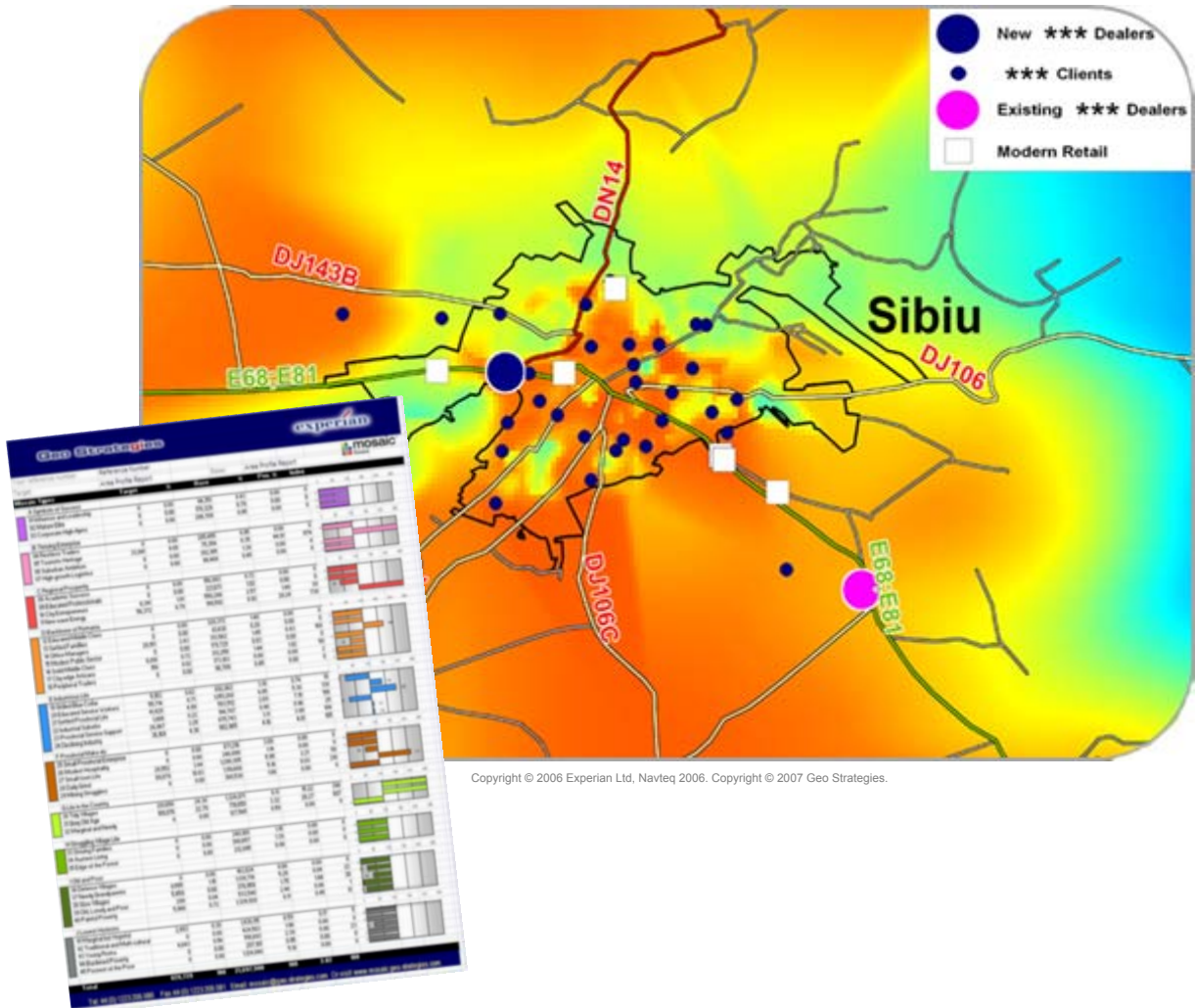
**Stephanie Durbin-Wood, Location Analyst, The Co-operative Group.**



## Potential New Branch Locations



## Select Best Locations





## The MicromarketerG3 data catalogue

MicromarketerG3-RO is supported by Experian's global data catalogue of information on individuals, businesses, markets and economies. It is also supported by the Geo Strategies' local data catalogue for Romania.

Our data meets four key criteria:

- **Quality** – our information provides real discrimination and insight
- **Sustainability** – the data is capable of supporting your business now and in the future
- **Consistency** – we have rigorous standards for data compliance and accuracy
- **Volume** – data is of sufficient volume and flexibility to allow for accurate geographical analysis

Available as an integrated set of data, complementary geographies and digital map cartography, the MicromarketerG3 global data catalogue, together with the data catalogue for Romania, gives you access to one of the world's most comprehensive and accurate databases of geographical information. It acts as a single and consistent source of data for all your geographical analysis.

Data can be selected and priced to suit your requirements, and is pre-configured and packaged ready for use within MicromarketerG3.

Micromarketer's dynamic database infrastructure also makes it easy to install, update and maintain both the Geo Strategies' and Experian's information. For example, you can store a back catalogue of data to refer to at any point in time.

Updated annually, the Micromarketer data catalogue for Romania is available by location, household, administrative, neighbourhood, and postcode boundaries. It includes:

### Business and consumer demographics

Detailed information on the demographics of consumers and businesses, now and in the future.

- Census data including statistics on population, households, ethnicity, religion, health, occupation, social class, housing, car ownership
- Migration statistics
- Annual estimates of population, household, age and gender
- Population projections for a 10-year horizon
- Business database of over 500,000 records including age of business, number of employees, turnover and principal activity
- Geo-coded retail database of over 80,000 outlets including their business classification, fascia, floor area, and full geographic coordinates

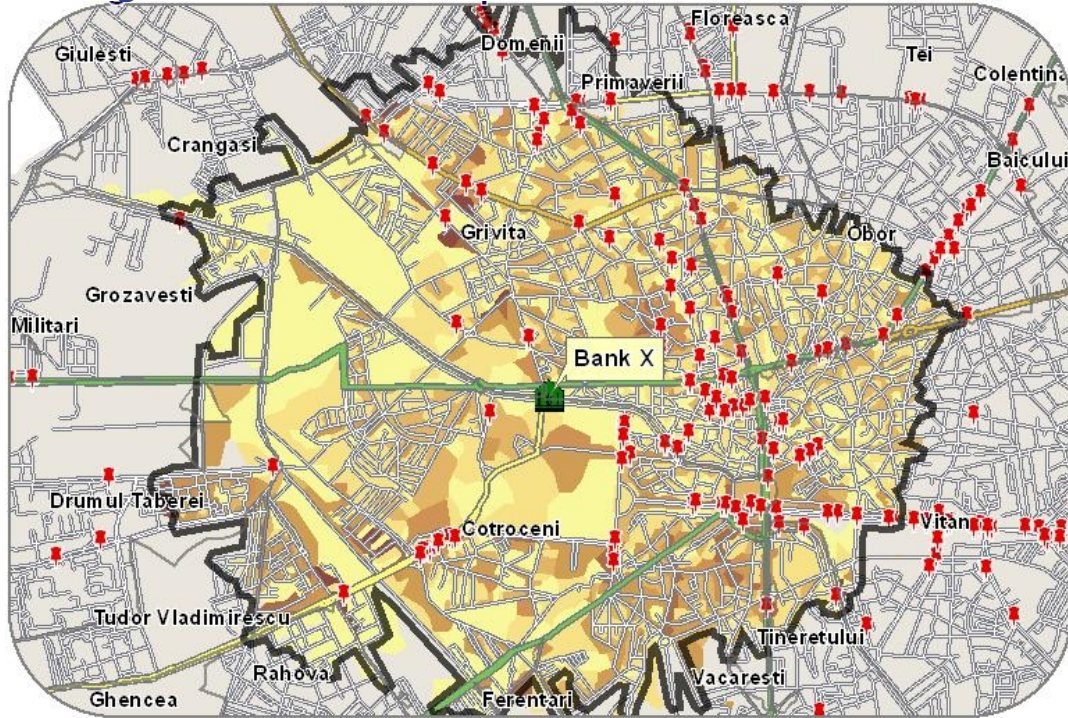
### Business and consumer classifications

A portfolio of socio-demographic and behavioural classifications of neighbourhoods and businesses.

### Economic forecasts

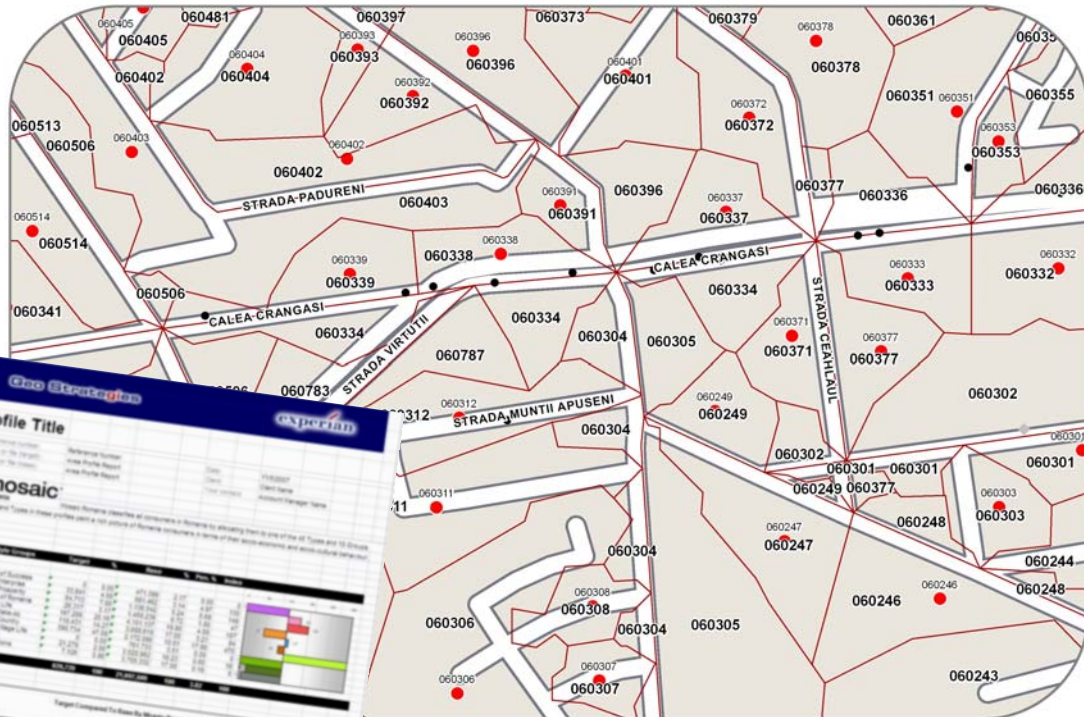
- Local markets database – detailed local economic forecasts measured in terms of industry output, gross value added, employment, demographics, income and expenditure
- Mosaic Forecast – a classification of consumers that forecasts (over a 10-year horizon) the changing socio-demographics of households throughout Romania.

## Target Profile in the Catchment



Copyright © 2006 Experian Ltd, Navteq 2006. Copyright © 2007 Geo Strategies.

## Postcode Boundaries



Copyright © 2007 Geo Strategies.



## Local area data

Local area information that includes demographics, consumer expenditure, employment, product consumption, grocery shopping, car ownership, property prices and their financial services behaviour:

- Expenditure and Food Survey (EFS)
- Grocery retail market share
- Vehicle parc statistics
- Unemployment statistics
- Drive-time database

## Retail and business information

Commercial and retail location information:

- Shop Point – a national retail locations database of over 80,000 geo-coded retail locations from independents to major multiples
- Shopping centre plans and in-town and out-of-town retail locations
- Business Database (GBD) – Geo Strategies' database of over 500,000 commercial addresses

## Geographical areas

Catchment areas and digital boundaries for area analysis and mapping:

- Romanian regions (NUTS-2)
- Romanian counties (NUTS-3)
- Postal geography including 4 and 6 digit postcodes
- Urban districts, neighbourhoods and communes
- Media regions – TV, local radio, newspaper catchments
- Grocery retail trade areas

## Digital map cartography

A range of digital map cartography to support visualisation and interpretation of data:

- Geo Strategies' administrative boundary maps including Bucharest sectors, districts and postcodes for all major towns and cities, and also commune boundaries with their postcodes
- Navteq street level mapping and routing data
- Extensive Points of Interest for business locations including shopping malls, hypermarkets, supermarkets, banks, pharmacies, motor dealers, hotels, restaurants and many others.

In Romania, Geo Strategies is a licensed partner of the Institute for National Statistics (INS) and Poșta Română. We are also a licensed partner of the Navteq Corporation for world-wide navigation data.



## International

MicromarketerG3 can be used to analyse geographical data outside Romania. Experian has a catalogue of demographic, local area and cartographic data for 25 countries:

- Australia
- Austria
- Belgium
- Canada
- China
- Czech Republic
- Denmark
- Finland
- France
- Germany
- Greece
- Hong Kong
- Israel
- Italy
- Japan
- New Zealand
- Norway
- Poland
- Rep. of Ireland
- Spain
- Singapore
- Sweden
- Switzerland
- The Netherlands
- United Kingdom
- United States

Each country has its own specific portfolio of data for use within MicromarketerG3 and Experian's Mosaic consumer classification.

Each Mosaic country classification is linked to Mosaic Global, a classification of 10 neighbourhood groups that occur across each of the markets for which Mosaic is available. Mosaic Global provides a consistent view of consumers across these markets.

### Consultancy, training and support

High quality, comprehensive customer support is a key feature of the MicromarketerG3 package. This includes training, installation, a comprehensive user guide, telephone helpdesk, an online knowledge resource, and face-to-face advice from our staff.

### Consultancy

With over 500 clients across the world, Experian's team of account managers and consultants is well placed to help you maximise the return on your investment in MicromarketerG3. Our teams are organised around industry sectors, allowing us to concentrate on developing our applications knowledge and sharing our understanding of how to get the best out of MicromarketerG3 within the context of your business.

## Training

Our MicromarketerG3 training courses ensure that you are fully conversant with the software from the day it is installed.

Experian's software coaches provide a detailed understanding of MicromarketerG3 functionality and are on hand to help develop your applications knowledge. Each instructor has at least three years experience, and is skilled in the use of GIS systems for advanced data analysis and manipulation.

Our local trainers offer on-site training in Romania. New MicromarketerG3 users are also welcome to attend training courses at Experian's dedicated training centre in the UK. These courses enable you to start using MicromarketerG3 immediately.

Industry specialist training courses that focus on applications of particular relevance to your market are available on a regular basis, and one-to-one consultancy and coaching by our team of account managers and consultants can be arranged on request.

## Support

The MicromarketerG3 telephone helpdesk is available to help troubleshoot any problems that you encounter during the course of the working day.

**T: +40 (0) 269 210 832**

**E: [mmg3.support@geo-strategies.com](mailto:mmg3.support@geo-strategies.com)**

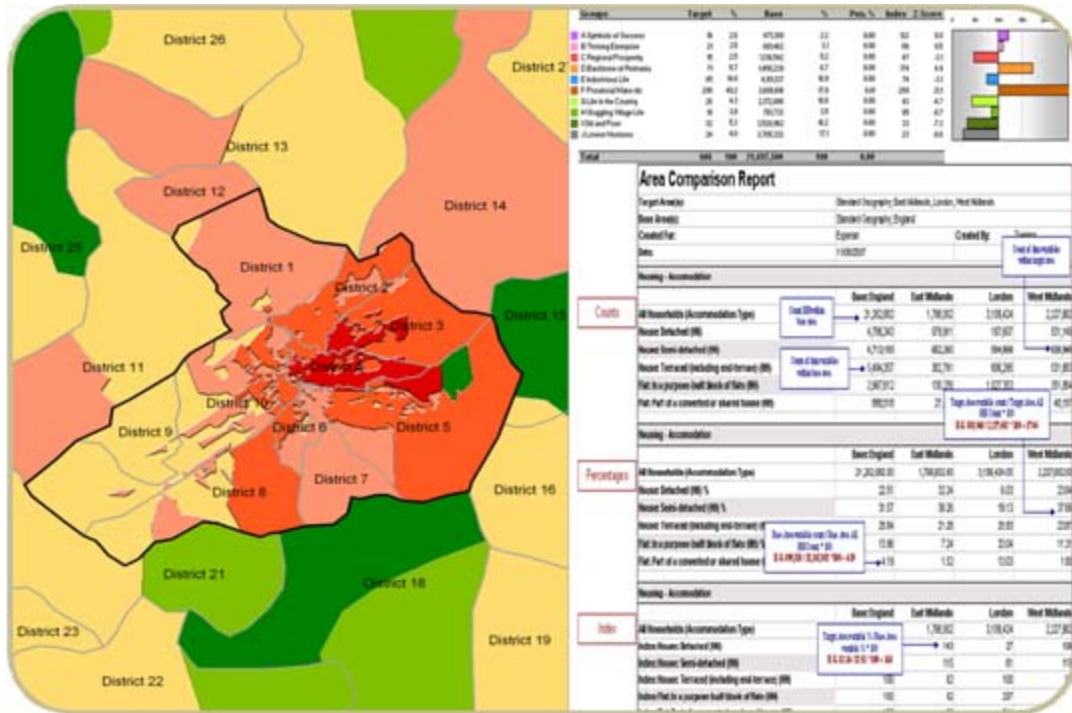
The MicromarketerG3 user portal is an online service that gives you access to a library of support material including training documentation, user guides, advice on best practice, information on product updates, and answers to frequently asked questions (FAQs).

The MicromarketerG3 user portal is available at:

**[www.experian.co.uk/micromarketerg3](http://www.experian.co.uk/micromarketerg3)**

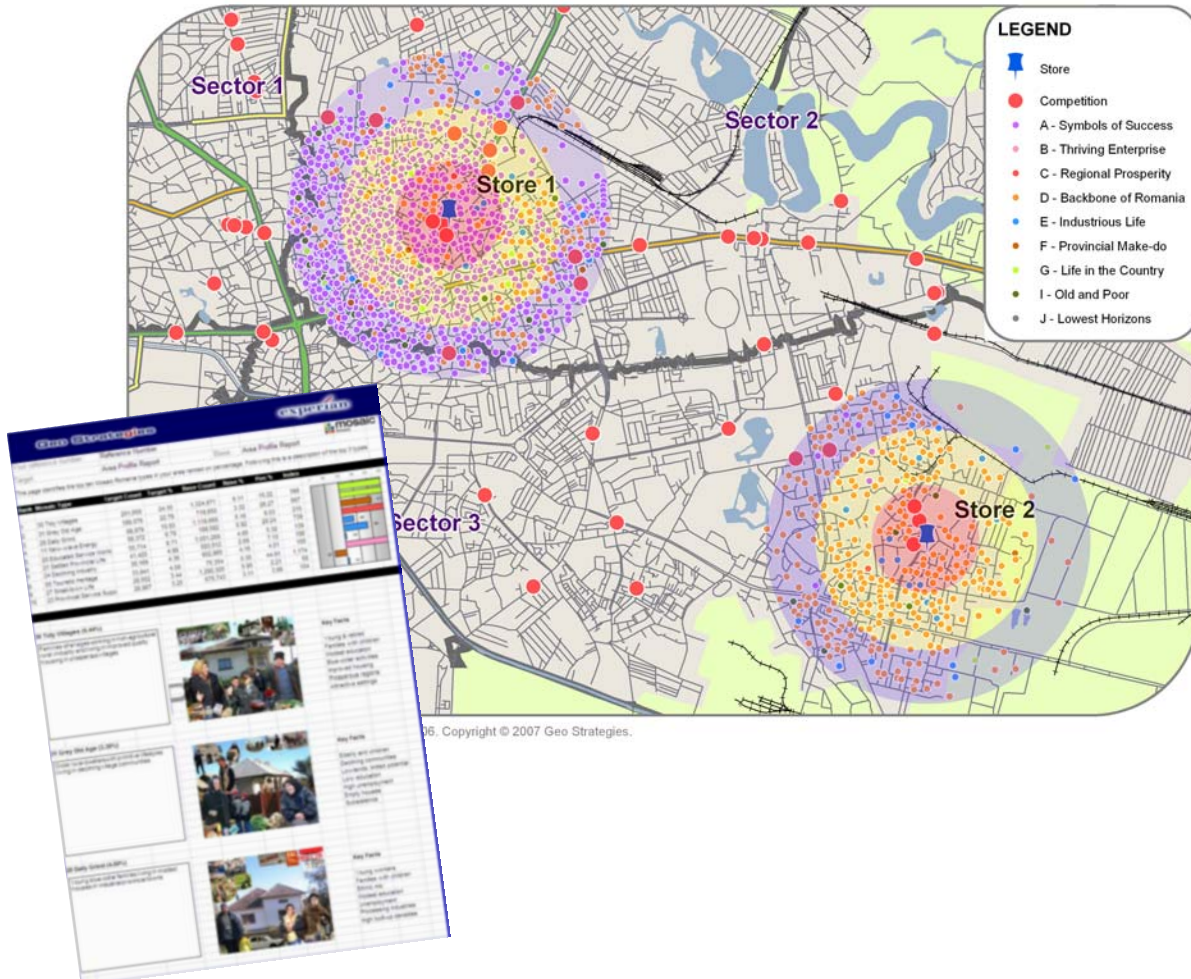


## Potential for Spend & Consumption



Copyright © 2006 Experian Ltd, Navteq 2006. Copyright © 2007 Geo Strategies.

## Store Performance vs Potential & Competition

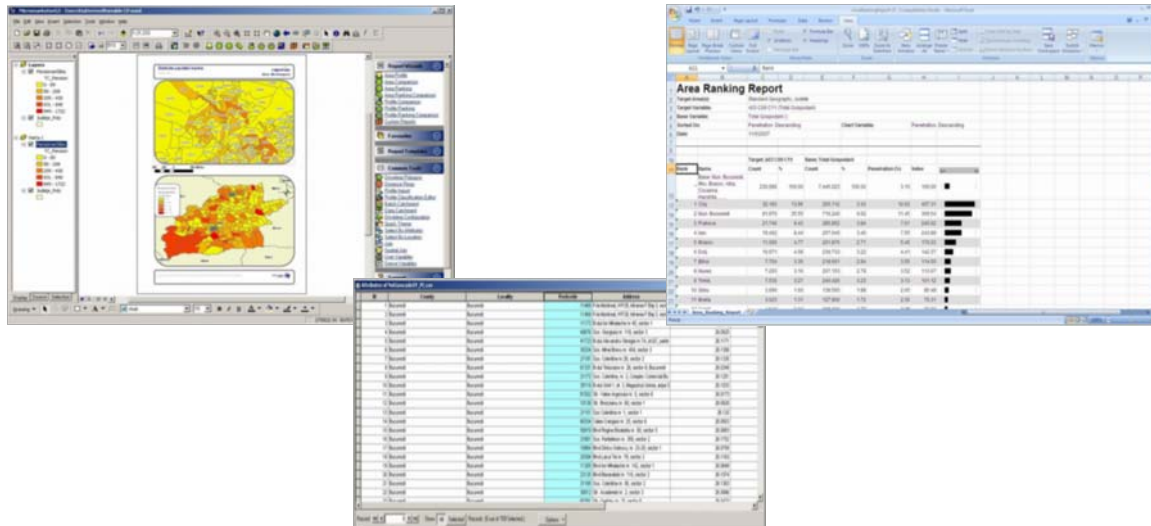


Copyright © 2007 Geo Strategies.

## Product Specifications

MicromarketerG3-RO is supplied with licensed data and is fully installed and tested on-site. In addition, Micromarketer can be customised to suit individual requirements, with a range of software and data package options.

Outputs include maps, reports (profiles, rankings, frequencies, cross-tabs) or derived datasets:



## Key Features

Geography	Data and Manipulation
Administrative boundaries Regions & counties Districts & neighbourhoods Communes	Relational structure Import/export and ODBC links Derive new variables Class text or numeric variables
Postcode boundaries Build your own areas Geocode to any level Drive-time database Distance Analysis	De-duplicate Accumulate Filter Match or join Weight
Reporting	Mapping and Visualisation
Profile areas Profile customers Rank areas Rank profiles Frequency Cross-tabulation Comparison Run basic statistics Batch-run facilities	Point location maps Shaded / choropleth maps Detailed map overlays Hot-cold potential Easy map configuration Build areas from a map Manipulate areas on screen Flexible palettes Intelligent label placement

## About Experian Business Strategies

Experian's Business Strategies Division provides a detailed understanding and analysis of consumers, markets and economies in the UK and around the world, past, present and future. Its focus is consumer profiling and market segmentation, retail property analysis, economic forecasting and public policy research, supporting businesses, policy makers and investors in making tactical and strategic decisions. As part of the Experian group, it has access to a wealth of research data and innovative software solutions. The division's economic research team is devoted to analysing national, regional and local economies for a range of public and private sector clients. Its statisticians, econometricians, sociologists, geographers, market researchers and economists carry out extensive research into the underlying drivers of social, economic and market change.

For more information please visit:

[www.business-strategies.co.uk](http://www.business-strategies.co.uk)

## About Geo Strategies

Geo Strategies was founded in 1993 and has become a leading supplier of business decision systems and services based on extensive geographic and demographic information in Central and Eastern Europe. The core expertise is built around geospatial data products, analytical and modelling tools, consumer segmentation, bespoke data services, consultancy, training and project management. The company is also the exclusive developer and licensor of Experian products for Romania.

Central to Geo Strategies' value-added expertise are Mosaic and MicromarketerG3 for Romania: these systems are based on established processes and technology which permit street-level analysis and segmentation anywhere in Romania. The company's expertise is underpinned by unique information assets set-up, developed and maintained to assist customers address complex investment decisions.

Geo Strategies' customers are mainly from the banking sector, property investment, telecommunications, retail, automotive, insurance, and the government.

**To find out more about how Mosaic Romania can be used in your organisation, please contact Geo Strategies -**

**T(UK) +44 (0)1223 205080**

**T(RO) +40 (0)722 244 940**

**E: [mosaic@geo-strategies.com](mailto:mosaic@geo-strategies.com)**

**W: [mosaic.geo-strategies.com](http://mosaic.geo-strategies.com)**

## About Experian

Experian is a global leader in providing analytical and information services to organisations and consumers to help manage the risk and reward of commercial and financial decisions.

Combining its unique information tools and deep understanding of individuals, markets and economies, Experian partners with organisations around the world to establish and strengthen customer relationships and provide their businesses with competitive advantage.

For consumers, Experian delivers critical information that enables them to make financial and purchasing decisions with greater control and confidence.

Clients include organisations from financial services, retail and catalogue, telecommunications, utilities, media, insurance, automotive, leisure, e-commerce, manufacturing, property and government sectors.

Experian Group Limited is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE-100 index. It has corporate headquarters in Dublin, Ireland, and operational headquarters in Costa Mesa, California and Nottingham, UK.

Experian employs more than 12,500 people in 34 countries worldwide, supporting clients in more than 60 countries.

Annual sales are \$3.1 billion (£1.7bn/€2.5bn).

For more information, visit the Group's website on -

[www.experiangroup.com](http://www.experiangroup.com)





Geo Strategies Ltd  
St. John's Innovation Centre  
Cowley Road  
Cambridge  
CB4 0WS

T: 44 (0) 1223 205 080  
F: 44 (0) 1223 205 081  
E: mosaic@geo-strategies.com

Embankment House  
Electric Avenue  
Nottingham  
NG80 1EH

T: 44 (0) 845 601 6011  
F: 44 (0) 115 968 5003