



Turning Data Into Intelligence

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GeoMarket Solutions, Inc. is a Solution Provider and Systems Integration firm that specializes in the delivery of *GeoDemographic* research and the business analytics solutions.

We provide cutting edge data analysis solutions to help companies, government organizations, and municipalities make informed business decisions about critical issues. It has been said that over 80 percent of all data has spatial qualities, which means that most relationships can be defined depending on their associations with Geographic Information Systems (GIS) features.

Our Services Offerings:

GeoDemographic Research – on-demand research for small and mid-size companies that includes:

- Data analysis to assist businesses with key decisions for facility relocations, new retail outlets, marketing campaigns, and customer segmentation research
- Analysis your trade area, sales, sales force, or your supply chain by geographic factors to increase sales revenues
- Enhance jury selection, crime analysis, and community development efforts to better prioritize resources
- Assist non-profits groups with membership analysis and segmentation to maintain and increase memberships
- Improve real estate sales efforts by providing demographic information to pinpoint buyers or identify marketing potential for a property to shorten your sales cycle

Business Analytics – perform analysis and create dashboards to monitor all relevant data interactions that include:

- Customer Relationship Management (CRM), Sales Force Automation (SFA), Business Activity Monitoring (BAM), network monitoring of transaction flow, telecommunication records, call center analytics, and general ledger accounting data, all with spatial characteristics for more effective sales and support results
- Crime Mapping and Analysis for any size law enforcement organization to allocate resources more efficiently
- Cities/Counties can monitor their infrastructure assets, costs, maintenance schedules and records, and citizen reports of trouble to reduce overall costs.

Business Intelligence Consulting - establish strategic and tactical direction derived from the effective gathering of true business intelligence with the following technical tools:

- Custom Business Analytics applications with integration to your database information and spatial (geographic) parameters
- GIS/GASB34 implementations with Microsoft Great Plains Accounting software and integration with your GIS data

The ability to correlate business information with their location creates a new tool for effectively running your business. This allows business analytics to be examined over time or in real-time to give you both a historical and a current view of issues impacting your business.

By staying on the cutting edge of business analysis, we can help you solve your company's most complicated problems and provide the most innovative solutions – from reducing costs to driving revenue to providing increased security.

Let's talk about what information is critical in building your business!