

eSite selects Yellowfin for its integrated Location Intelligence

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March 19, 2010 - [PRLog](#) -- eSite, Inc. has announced Yellowfin as the successful web based Business Intelligence vendor to provide them with integrated Location Intelligence. Yellowfin will be integrated into eSite Tools, a customized software toolkit to provide added reporting and analysis.

As a full service location and market research firm, eSite offers their customers a range of services including market analysis; site selection; customer segmentation; competitor analysis; branch/outlet performance analysis and brand optimization to their customers. With its powerful spatial engine, eSite utilizes demographic and lifestyle data combined with customer sales and loyalty data to create detailed assessments of potential site locations within large market areas.

One of the major gaps identified is the lack of competitor store level reporting for retail outlets. The challenge for eSite was to find a Business Intelligence and Location Intelligence solution that could utilize all of the data being collected and present that in an easy to use way for their customers.

Alan Craig, Chief Operating Officer, eSite Inc. said “with Yellowfin we will be able to provide customers with real-time Benchmarking and KPI reporting to retail management level providing them with a serious competitive advantage”.

The combination of traditional BI presentation of tables and charts will be made even more powerful when combined with mapping and eSites benchmarking and clustering capabilities. For example, stores that are closely situated spatially are not necessarily good candidates for comparison. eSites clustering process combined with Yellowfin, will allow site managers to effectively benchmark their performance with their peers.

Glen Rabie, CEO, Yellowfin said “Yellowfin’s Location Intelligence combines traditional Business Intelligence with the addition of a spatial element to let you easily visualize your spatial and business data simultaneously. As a BI platform with its fully integrated GIS capability, Yellowfin is unique. It lets you query the “where” as well as the “what” and the “when”. “

Having selected Yellowfin, eSite will be able to provide their customers with the ability to determine not only the best location for their next site but to allow their site managers to monitor a range of customized reports that utilize Location Intelligence to visualize each sites KPI’s to benchmark and optimize their performance.

By combining eSites demographic and lifestyle data with Yellowfins integrated Location Intelligence, customers will be able to analyze their current market, adapt to new markets, trends and economies ensuring they are ahead of their competitors.

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Download the esite/Yellowfin Case Study

Direct Link --> <http://www.yellowfin.com.au/Document.i4?DocumentId=103521>

Download Yellowfins Whitepaper on Location Intelligence

Direct Link --> <http://yellowfin.bi/Document.i4?DocumentId=102780>

* No signup or email handover required

www.Yellowfinbi.com

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