



# SPATIAL INFORMATION DAY 2010

Adelaide Convention Centre | FRIDAY 13 AUGUST 2010

## Spatial Information Day 2010 Abstract

**Title:** An Insight into the Commercial use of Location Intelligence

**Session:** 4 – Spatial Business

**Presenter:** Morgan Ellingham – Tonkin Consulting

### Abstract:

#### Location Intelligence – what is it?

The ability to link customer and operational data with locations is the first step to making critical business decisions. Once that first step has been taken knowing where key business drivers are located can open up a world of opportunity to visualise patterns and trends to grow a business or franchise. Analysing and making sense out of the patterns and information can then, in turn, drive quality decision making. Finally, the ability to make the right decisions enables organisations to have confidence in their business process and planning for the future can more done with a greater efficiency.

#### Knowing, not guessing

Knowing, not guessing or going by gut feel could be the difference between a successful marketing campaign and one that fails. Local Intelligence has become a driving force to help companies accurately determine how they spend their marketing dollar. Maximising the marketing budget is all about selling to the right people, more often.

- Where is your target audience located?
- Where are they willing to travel to?
- What services are they are willing to travel for?
- How does your market compare to other regions?
- Where are the profitable markets located?
- Where should assets be placed to improve service delivery and efficiency?
- What if a competitor builds a store in a certain location?
- What if demographics in a key market change?

Gaining an intelligent answer to these questions translates directly to optimising business and marketing resources.

#### Real Business Questions

This presentation provides an overview of Tonkin Consulting's experience in unlock king the power of LI within the Commercial sector. We will be demonstrating real life examples of how Tonkin Consulting has helped SA businesses become s spatially intelligent. Some examples are included below w:

- A lawn mowing franchise has undertaken a customer survey and found that the majority of their customers are single men with a high disposable income but are time poor due to their choice of occupation. Using Location Intelligence enables the organisation to find all the add dresses of the single men, with an income of greater than 70K that are in a managerial position.
- A large lending institution needs to build a new branch to improve service delivery. They have a customer database with all their addresses. Using LI

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enables the business to build a new branch and ensure 2,000 customers are within 10 minutes travel time.

- A startup specialist furniture store has noticed a lot of business is coming from a particular sales territory, seemingly without explanation. Using LI the store can determine the demographic and consumer profiles of the area and find where similar regions are located.

In closing, Location Intelligence is gaining traction within the Commercial sector. Our presentation will provide a valuable insight into how Commercial organisations are leveraging Location Intelligence to enhance their business decision making process.

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