



South Central Commercial User Group Meeting

**A Commercial User Forum dedicated to understanding
GIS and how it can be applied in Commercial Business**

**ESRI invites you to join other commercial users in a group focused on sharing GIS
knowledge and understanding best practices.**

Held in conjunction with SCAUG:

**Wednesday April 06, 2011 1:00 pm – 5:00pm
Crowne Plaza Hotel San Antonio, TX**

- Learn how to take your addresses and convert them into data that can help you better understand your business. Esri Software is capable of taking address data, geocoding it for visualization in a map so you can quickly see trends like: where your assets are, who your customers are, or where your competition is. We will show you how to set up a locator and take a look at some advanced geocoding tricks while using some of the most current tools in ArcGIS Desktop.
- Understand how commercial companies can use Business Analyst to design, analyze, and manage geographic territories. Territory management can be a critical component in business, it can be used to help improve sales, manage franchise boundaries, distribution networks or service areas. Business Analyst can help you visualize your current territory distribution to analyze sales or market saturation and identify gaps. Then, balance your territories using your customer and existing territory data. Territory tools can be combined with demographic, business, and consumer spending data to create an even more powerful analysis.
- Learn how to use Business and Network analysis tools to better manage your service areas for customers- improving their satisfaction and your distribution capabilities. By using tools such as location/allocation we will show how you can better balance a network of distribution centers or depots. Location/Allocation tools can also be used to help meet post sale service level agreements for customers with mission critical parts or service needs. We will show you how you can visualize overlapping service area boundaries, taking into account external factors that influence your distribution network and thereby reducing staff or inventory costs.

South Central Commercial User Group

For more information:

**Betsy Leal
bleal@esri.com
210-499-1044 ext. 8813**