USE OF GI IN GEO-MARKETING AND REAL ESTATE?

CESAR
Web-based rating system for locations and stores
We live in times of **Big Data**
That means:
Every day the data volume increases rapidly from manyfold sources

Each two years the data volume doubles
Nowaday’s main challenge is to generate, organize, combine and analyze Big Data so that it turns into business-relevant knowledge.
To turn Big Data into Big Knowledge we classify Data into **four decisive sections**:
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1. CRM data
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- **Research and ad hoc data**
- **CRM data**
- **Market data**
To turn Big Data into Big Knowledge we classify Data into **four decisive sections:**

- Geo data
- CRM data
- Market data
- Research and ad hoc data
From this combination we gain all relevant knowledge for strategy, sales and marketing about markets, clients and target groups, B2B and B2C.
Geo data play the leading role and will do in the future because

Nearly all data worldwide can be referenced to geodata
Example:

**CESAR**
Web-based rating system for areas, locations and stores (Real Estate)
What does „CESAR“ mean?

CESAR = Central Shops and Area Ratings
What does CESAR do?

CESAR offers
more knowledge:
Ad hoc decisive indices to evaluate locations and stores

For more efficient acting:
Distinguish „bad“ and „good“ locations and find new ones with highest potential
What is CESAR?

- Smart and easy **web service**
- **New and current** location criteria included
- **Right on rating** of locations and addresses
- **New locations** with pre-selected criteria
- Perfect rating system for **sales and expansion** planners
- Expendable to **custom data**, competitor data
- Real time **traffic data or frequencie**s are integrable
How does CESAR work?

1. Put your location addresses with drag and drop right into the map system
2. CESAR locates the addresses in real time
3. CESAR rates the addresses with all known data and selected rating criteria.
4. CESAR displays all results on the map and in a table
5. You can compare the results with your own data which are not part of the system: sales numbers
6. CESAR suggests new locations for your shops

<table>
<thead>
<tr>
<th>Filial_ID</th>
<th>PLZ</th>
<th>Straße</th>
<th>Hausnummer</th>
<th>Ort</th>
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<table>
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<tr>
<th>CSDI_Index (Central Shopping District Index)</th>
<th>CSDI_TYP</th>
<th>CSI (Central Street Index)</th>
<th>NCSI (National Central Street Index)</th>
<th>CDI (Central District Business Index)</th>
<th>BBR_TYP (Stadt-Großraum-Index)</th>
<th>SMI (Shopping Mall Index)</th>
<th>CPI (Consumer Parc Index)</th>
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<td>Keine</td>
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What is inside CESAR?

CESAR includes a bundle of innovative, german-wide position indicators, as:

1. **CSDI**: Central Shopping District Index
2. **CSDD**: Central Shopping District Distance
3. **CSI**: Central Street Index
4. **NCSI**: National Central Street Index
5. **SMI**: Shopping Mall Index
6. **CPI**: Consumer Park Index
7. **CBDI**: Central Business District Index
What do you need CESAR for?

CESAR supports your sales and location organisation

- Classify all your existing locations
- Identify existing geographical and regional success factors
- Identify white spots
- Locate new attractive locations for your trademark
- Have an objective root position for your complete location assessment
- Have an objective root position for the sales goals of your single locations
- Have an objective root position for your sales organisation
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**CESAR** perfectly combines the use of GI in Geomarketing with the real estate evaluation
The new infas-Group expands the view on people and society

Precise description and display of the state of society, people and markets as well as their development.

Exploration and statistical illustration of real human life in society and with different topical focus.

360 degree panorama-view upon markets and B2B- and B2C-consumers by an innovative mixture of disciplines and data. The result: perfect knowledge for effective business acting.

Photographic reproduction of reality and human working and living environment.
infas360 expands the view your target groups and markets

combine

We combine all marketing-relevant data and information into a new and unique knowledge pool ...

analyse

... by analysing markets, customers and potentials with our innovative discipline mix for you, that...

act

...you realize strategy, marketing and sales knowledge in concrete steps in operational business.
Would you like to know more about CESAR and infas 360? Contact us!

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