

Making Business Intelligence Easy



Case Study eSite, Inc.

Summary

Yellowfin partners with eSite, Inc. to integrate world class Location Intelligence into eSite tools delivering enhanced reporting and analysis.

eSite helps companies address the fundamental question, "How many stores can we have in a given market, and what will our sales be?"

By integrating Yellowfin's Location Intelligence into eSite tools, companies have access to customized Key Performance Indicator (KPI) reporting that can be accessed by all levels of the organization.



Company

eSite, Inc. is a full service location and market research company offering market analysis, site selection, customer segmentation, competitor analysis, branch/outlet performance analysis and brand optimization.

To maintain a sustainable competitive advantage in the marketplace, businesses need a well defined strategy that embraces a clear value proposition to customers, regular reviews of market dynamics and vigilant operational excellence.

eSite specializes in providing these services to the Retail sector with clients such as Harley Davidson, Oreck Corp, Le Creuset of America, Denny's and The Container Store all of which have stores located across large geographic areas.

Challenge

With the majority of organisations under mounting pressure to reduce costs - the investment and allocation of capital and resources is of paramount importance for organizations striving to sustain a profitable and competitive existence.

eSite, with its powerful spatial engine, 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 was the lack of competitor store level reporting for retail outlets.

The challenge was to find a Business Intelligence and Location Intelligence solution that could utilize all of the data being collected by eSite and present it in an easy to use way for eSite end users.

"Yellowfin's integrated Location Intelligence assists eSite in adding great value to our customers by providing 'real-time' KPI reporting to store level. Being able to provide a store manager, with a real-time benchmarking tool that allows them to stay ahead of the competition is fantastic."

Alan Craig, Chief Operating Officer eSite Inc.

Solution

By integrating Yellowfins Location Intelligence into the suite of eSite tools organizations are provided access to real-time, customized Business Intelligence reports for every site.

Yellowfin provided eSite with the ability to utilize spatial data and the sales data already being collected by their customers and translate this data into meaningful reports that included maps to display often complex data in a user friendly interface.

The combination of traditional BI presentation of tables and charts is 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 comparision. eSites clustering process combined with Yellowfin, allows site managers to effectively benchmark their performance with their peers.

Alan Craig, Chief Operating Officer, eSite Inc. said "with Yellowfin we've been able to provide customers with real-time Benchmarking and KPI reporting to retail management level providing a serious competitive advantage".

Results

Alan says that by integrating Yellowfin, the suite of eSite tools his customers have been able to gain and maintain a serious competitive advantage.

By using Yellowfin companies are able to determine not only the best location for their next site but allow the site manager 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 Yellowfin integrated Location Intelligence, companies are able to analyze their current market, adapt to new markets, trends and economies ennsuring they are ahead of their competitors.

Find out more

Contact Yellowfin at www.yellowfin.bi and ask for our proven roadmap to assist you to successfully implement Yellowfin into your organisation.

