

Geointellect.com – is a cloud B2B service for providing online detailed calculation of population, competition, space potential in the cities of Russian Federation

FOR WHOM?

Geoinformation system “Geointellect™” is specially designed for **analysts, appraisers, investors, consultants** and for those who make decisions on city retail chain planning or property construction (development of shopping centers, mixed-use complexes, retail parks, etc.). “Geointellect™” helps to solve geomarketing problems and reasonably create such important documents as:

- strategic plan for retail chain development;
- reports of existing chain monitoring and causation detection in changing conditions of city infrastructure
- advertising campaigns taking space into account
- reports of surrounding evaluation for the shopping center conception
- other estimates and indexes of territories, their development, potential, etc.

QUICKLY

Rapid local online analysis around specific city territories at microlevel: for example, **getting the information on population in the radius/zone** or the list of competitors close to the potential place for opening a store, bank office, restaurant, car wash, pharmacy, hypermarket, shopping center or other objects. “Geointellect™” includes analytical functional in the all modes. This functional allows obtaining information at the point, summarizing it by territory (zone) or radius and saving results (maps and figures) as **PDF report in a matter of seconds**.

EASY

“Geointellect™” works as the cloud service by the models SaaS (“Software-as-service”) and DaaS (“Data-as-service”). It has two modes: online mode and client access. The web-site www.geointellect.com (online modes) has free visualization and generation of some statistical data. User can pay for specific request, for example, population in the block, radius or zone through the payment system. **Reply will be immediate**. **Client access** provides more information of more cities for a fee depended on company development pace (**payment for day use / flexible subscription fee**). It is possible to choose the primary functions set, that is available but limited in online mode, and to work with territory unrestricted with optionally connected geodata from the advanced functions set. “Customized geodata” service is available for new cities and new geodata including corporate.

QUALITATIVELY

With experience of geomarketing researches and territory assessment since 2003 The Center for Spatial Research in cooperation with partners work at detailed analysis of city population (habitation, movement, business activity, etc.) to be available for making important and reasonable decisions.



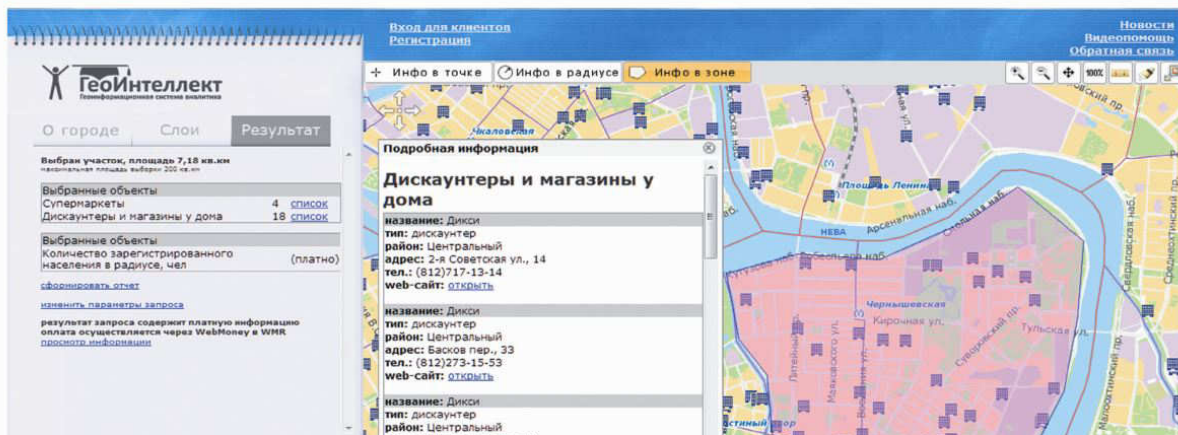
Saint Petersburg

Primary functions:
Demography (district, zone, block)
Income level (district, zone)
Average daily car flow (cars per day)
Trading density (amount/people, area/people)
Food retail (type, address, etc.)
Shopping centers (size, parking lots, etc.), INFOline
Business centers (size, rental prices, fillability, etc.)
Points of interest
And other geodata

Online

For clients:
Your chain
Competitors
Distribution model of working population
Trading zones
Service and delivery zones
Transport (trading) zone
And other geodata

Client access



19 129 people live in the zone of interest. 4 supermarkets and 18 food stores are there.
Total area of product retail in the zone is 28 972 m².
District is saturated with business centers (39), leasable area is 51 901 m²

Geointellect.com is a B2B instrument for rapid online estimation of people and territory in the cities of Russia

GEOGRAPHY

Megalopolises and million cities: Moscow, Saint-Petersburg, Yekaterinburg, Chelyabinsk, Ufa, Kazan, Nizhny Novgorod, Samara, Rostov-on-Don, Omsk, Novosibirsk, Perm and others. 30 cities are available for online analysis. 70 cities are in the mode of client access. Other cities are with population of 100 000 and more.

GEODATA FOR DETAILED ANALYSIS (by the example of Saint Petersburg):

• Primary functions:

- Population;
- Average monthly wage;
- Average daily car flow;
- Places of employment;
- Shopping centers;
- Food hypermarkets;
- Food hypermarkets space density;
- Availability of selling areas of shopping centers to population;
- Housing estate under construction;
- POI (points of interest);
- POI density;
- Walking accessibility to the subway stations;
- Planned subway stations;
- Walking accessibility to the planned subway stations;
- Calculated passenger flows by subway line.

• Advanced functions:

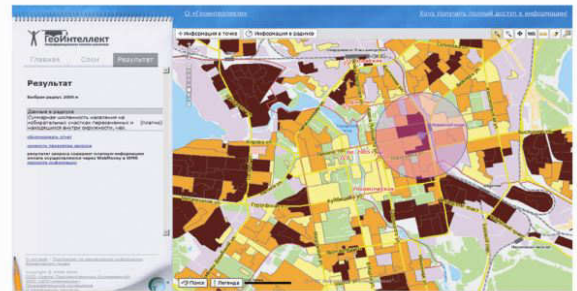
- Distribution model of working population;
- Public transport stops and passenger flows;
- Large enterprises;
- Forecast of the car and passenger traffic development on the city highways;
- Supermarkets, discounters, stores;
- Banking density;
- Other geodata.

INTEGRATION WITH ANALYTICAL GIS OF COMPANIES AND WITH OTHER SERVICES:

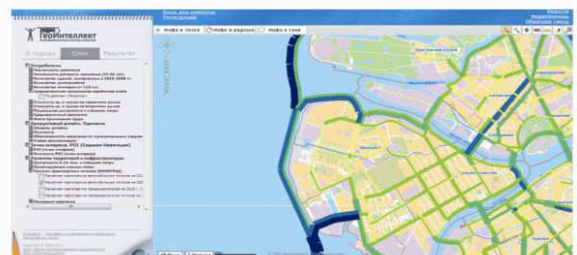
Geodata of cloud system "Geointellect™" can be integrated as geoservices into existing systems of client:

- Into the web-applications of company corporate systems as API-service;
- Into the desktop applications of leading suppliers of GIS software: Arc GIS, Map Info and others. Geodata is integrated with open cartography services ("Yandex maps", "Google Earth", "Open street map", "Bing maps", etc.)

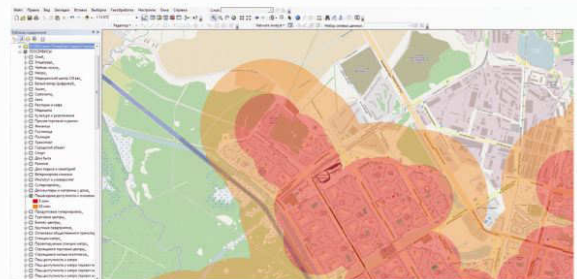
Analyst GIS "Geointellect™". Construct geomarketing analytical system for your objectives and budget! You can find details of business models, functions, training videos and seminars results at the systems web-site and at blog.geointellect.com.



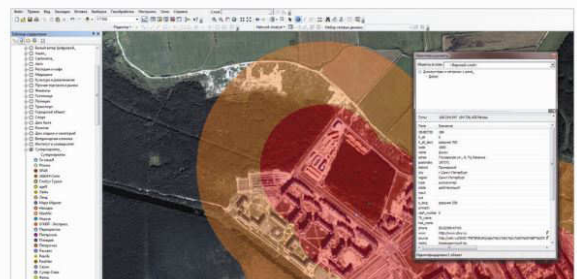
Population by blocks. 27 891 people live in the 1 km radius from the object (primary functions)



Forecast of the car and passenger traffic development on the city highways in the area of West Speed Diameter highway and adjoining streets. Current car flow index on Nalichnaya street is 33 145 cars per day (advanced functions)



Integration of "Geointellect™" data into the desktop applications of leading software suppliers



Integration of different cartography services and space images with population into the desktop applications of customer