



Cognos MI Market Analyser

Generate Location Analytics from your Cognos sourced data

HOW IS YOUR COVERAGE OF THE POTENTIAL MARKET FOR YOUR PRODUCTS?

Integeo's Market Analyser is a unique set of tools developed to assist sales and marketing managers to keep abreast of the changing demographics driving their potential markets.

It uses your own customer and store data to look at your current market coverage.

Australian Bureau of Statistics Demographic layers are provided to search areas of high population density for your particular market segment and highlight potential areas of new opportunity.

WHAT DO I GET?

- Integeo's Map Intelligence for Cognos
- Access to our map servers
- Access to our wide range of online ABS Demographic map layers
- Provision of sample file and template
- Services can be provided to get you started

HOW IS IT DELIVERED?

In a Cognos format with sample data and templates, enabling a quick start for results. The analyser uses your internal map server to map your data and bring in Australian Bureau of Statistics demographic data, all provided in a browser format so no desktop installation. The tool is completely interactive.

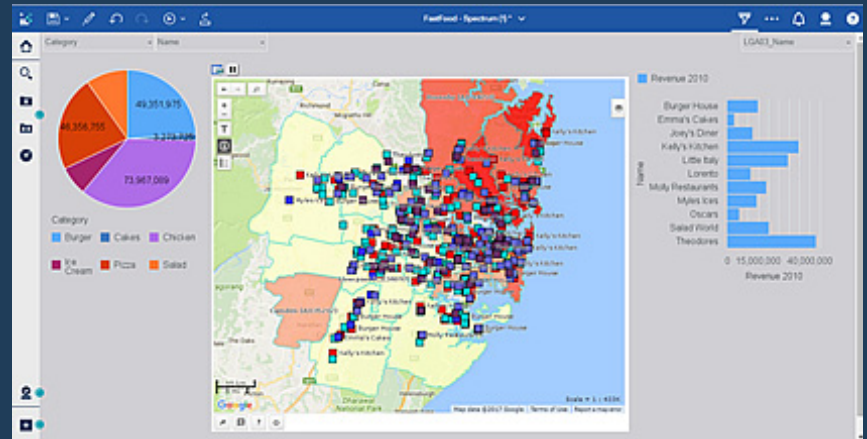
WHAT DOES IT COST?

Cost varies with number of users and level of functions. Minimal entry price options for small sites, prices available on request,

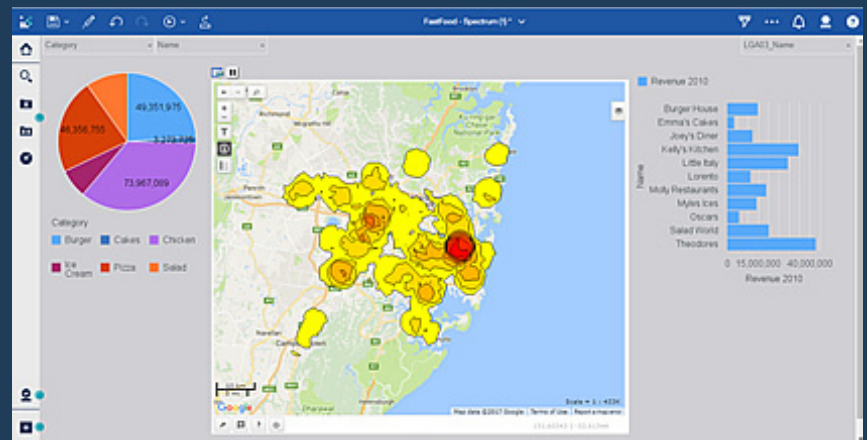
WHO IS INTEGEO?

Integeo is a leading developer of innovative location analysis software solutions for business users.

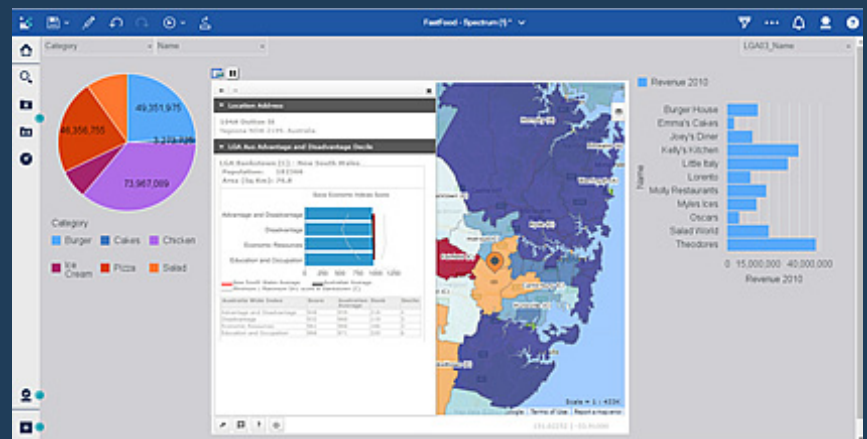
Integeo provides services to all levels of government and business.



Plot customer locations, do heat map of customer density – apply filters in Cognos to dynamically update heat maps



Bring in ABS Census Demographics to enrich your Cognos data



Call or email today for an online demo

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