

DATA SHEET

AnySite® Australia v8.8

2010 Edition

ANYSITE OFFERS POWERFUL CAPABILITY FOR ROBUST ANALYSIS BY REMOVING THE GUESS WORK FROM LOCATION PLANNING.



Summary

The AnySite Australia application delivers powerful capabilities to identify and assess markets with the greatest potential as well as define service catchments for delivery of services to the community. AnySite helps you understand:

- Which locations look most attractive?
- How many sites can each territory support?
- Where is the growing demand for community services compared to existing services?

Benefits

- Recognise markets that have the potential to perform better.
- Identify gaps in community service and social infrastructure.
- Plan for new housing, suburbs, infrastructure and future services delivery.
- See the latest trends in key demographic benchmarks - new 2009 population, housing and income estimates.
- Drive evidence based decision making and remove the guess work from site selection.

OVERVIEW

Pitney Bowes Business Insight's AnySite® Australia application is an essential decision support tool for leaders in the retail, restaurant, real estate, telecommunications, financial services and public sector industries. It is the leading and preferred geo-demographic application in Australia and is designed to provide analysts and marketers with new location, customer, market and community insights, and analysis.

Whether you are a retail business wanting to rapidly evaluate the viability of a new bricks and mortar site, a franchisor defining viable trade territories or a government agency needing to determine community service delivery investments, AnySite brings the right mix of valuable content with the functionality to analyse it in an intuitive and rapid way.

The AnySite application is based on an open architecture that enables you to integrate your business data directly into the product for analysis against authoritative demographic data. With AnySite, you can connect, retrieve, report and map any information from your proprietary database to analyse trade and service area correlations quickly, easily and accurately.

Access to the Latest Geocoding, Drivetime and Streets

AnySite is equipped with an address geocoder and has integrated drivetime catchments capability using the latest street network, which makes it a complete end-to-

end solution for demographic analysis and site selection. This version of AnySite uses the 2009 vintage of the geocoder, drivetime and streets, which has taken into account over 57,000kms of new and updated roads, including private estates, which can result in newer markets and opportunities being created.

AnySite application users can easily locate a site by typing an address, street intersection, GPS coordinates, geographic centroids or directly placing a site on the map. AnySite also has the option of a batch geocoder as a plug-in for processing a large number of addresses.

The drivetime analysis tool enables the user to extract data based on the amount of driving time to reach a selected location. The study areas are represented in minutes or KMs and generate drivetime catchments from which the user can select the type of report required for the study. The analysis is based on major roads and highways across Australia. However, further granularity can be achieved by upgrading to the full detail drivetime network from which to base the drivetime analysis.

Powering your analysis between Census years

Since the Australian Census is held at five year intervals, Pitney Bowes Business Insight compiles and releases Estimates and Projections (E&P) data so users have up to date information to interrogate. E&P is critical for users that need an estimate

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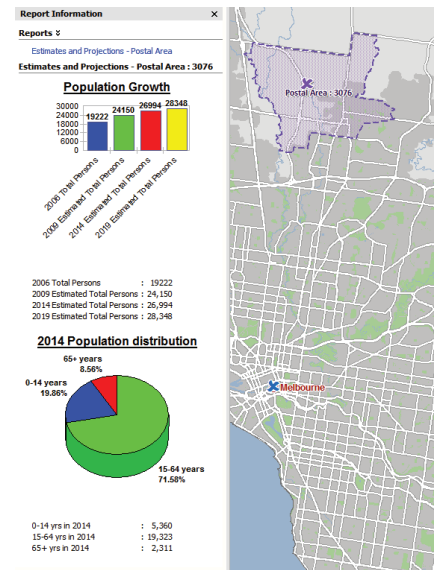
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of population, housing and income for the current year, as well as projections into the future. E&P is updated annually, and this release includes projections for 2009, 2014 & 2019.

Every release of E&P includes a comprehensive assessment of current data against a number of other data sources, including and not restricted to: Estimated Residential Population (ERP) from the ABS, births/deaths, building approvals, land release programs, and interstate and overseas migration.

Know who's spending on what and how much

The Consumer Spend Potential (CSP) add-on dataset for the AnySite Australia application provides analysts and marketers with powerful insights into the spend capacity of markets, customers and communities. The CSP dataset compiled and released by Pitney Bowes Business Insight is based on 2009 and offers estimates across 107 categories and sub-categories. This provides users with insights into their locations and catchments to calculate the size of the market relevant to their needs. CSP can be used in the finance sector to identify areas that have people like their current customers and for retailers it provides a solid base from which to compare locations. Similarly CSP can help government bodies identify where households spend a greater share of their income so that policy and programs could be better directed towards those most in need.



The map shows a Quick View report of estimated population growth in a postal area north of Melbourne CBD.

Profile and identify the most profitable customer segments

This release of the AnySite application offers the Segmentation Plug-in as an optional add-on module which can take predictive analytics to an even higher level of sophistication, allowing you to extract more value from your business data. It provides powerful capability to perform customer and community profiling, reporting and area analytics to better understand both the identity of customers and market potential of targeted locations. With Segmentation user are able to qualify who their best customers are and where they live, identify profitable segments and where to find more of them, estimate market potential and prioritise markets for expansion.

TO LEARN MORE ABOUT ABOUT ANYSITE AUSTRALIA, VISIT WWW.PBINSIGHT.COM.AU OR CALL +61.2.9437.6255.

SPECIFICATIONS

Components:

National Road Network
 National Geocoding
 National Drivetime Catchment Analysis (Major Roads and Highways)
 ABS 2006 Census
 2009 Estimates & 2014, 2019 Projections of Population, Households and Income

Add-ons:
 Consumer Spend Potential 2009

Segmentation Plug-In with Cameo Australia

Operating Systems:

Windows® XP Service pack 2 or Higher
 Windows 2000 with Service pack 4 or Higher
 Windows Server 2003 (Standard or Enterprise) Service Pack 1

Hardware:
 Pentium IV Processor 1.x GHz or better, with 512MB of RAM (1GB or better

recommended)
 15-inch monitor, with graphic accelerator card, 16 bit color or greater. Minimum of 800x600 resolution is required.

Hard Disk Space:
 Dependant on the data purchased. Up to 2GB may be needed.

Software:
 Microsoft Word 2002, 2003, or later (recommended for viewing reports)

Option Requirements:

Name	Space
Batch Geocoder	200MB
StreetPro® Display Australia	1.4GB
ImageConnect	5.0MB
Detailed Drivetime Network	1.8GB

Installation Options:
 Local Installation (Single User)
 Network Installation (Shared by Multiple Users)

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