

## Galigeo helps retailers to optimize geomarketing

### The Client

With a presence in thirty-three countries, more than 475,000 employees, and a turnover of 107 billion euros, Carrefour Group is a world leader in distribution and owns over 15,000 stores, either company-operated or franchises. It currently runs four main grocery store formats: hypermarkets, supermarkets, hard-discount stores, and convenience stores.

### The Challenge

Carrefour Group sought a solution to build a new generation of geomarketing applications able to centralize key data based on spatial location to improve its marketing decisions. With more than a hundred of users all over the world, the application intended to cover all stores operated by the Carrefour Group. The requirement of the client was to assist users with different needs and frequencies of geospatial business analysis, from the store manager who needs reports to operate the store to the expert in charge of the site selection.

The new application had to contribute to three specific purposes:

- Guide the expansion and the development strategy
- Monitor store performance
- Provide a better understanding of the territory

### The Solution

To implement Carrefour's worldwide platform for geomarketing application, Galigeo relies on ESRI ArcGIS Server. Launched in June 2010, the geomarketing solution had been deployed in France in June 2011 and subsequently extended to other countries, such as Belgium, Spain, Greece, and Taiwan.

As opposed to other players in the retail industry, the Carrefour Group has been using geomarketing tools for many years; therefore, the new geomarketing application had to be accurate and precise. Consequently, in addition to spatial data usually available such as trade areas, mailing areas, competition analysis, customer locations, and advertising hoardings, Galigeo has developed an application that allows users to have access to Bing Maps, Navteq data, aerial images, satellites images, and on-the-fly geocoding.

As requested by the client, the solution had to provide to different users of the company a set of reports fully adapted to their profiles and problematic. The users can be found across all functions within the company: expert in marketing studies, site acquisition specialist, marketing and communication director, controller, top management or store manager.

### About Galigeo

Since 2001, Galigeo has been providing value-added software solutions in Geospatial Business Intelligence. By combining geographical dimensions with existing data from business intelligence applications, Galigeo enables organizations to gain critical insights from enhanced Business Analytics.

### Contact

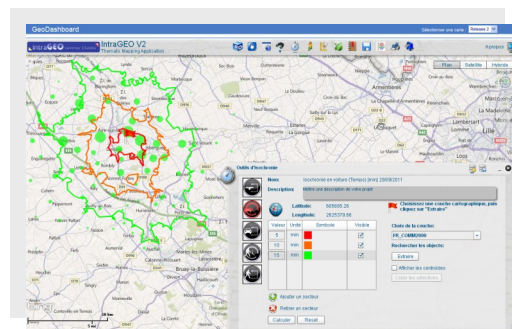
For more information visit  
[www.galigeo.com](http://www.galigeo.com)

#### USA

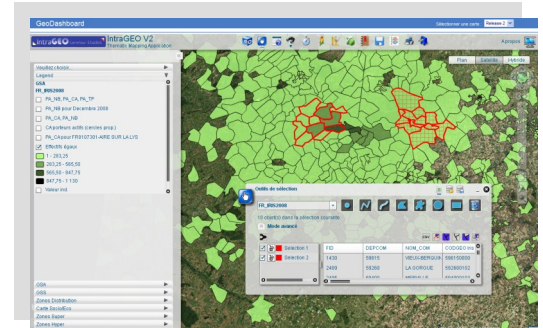
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Galigeo Geomarketing Solution for Carrefour Group





## Our Clients

Galigeo is trusted by some of the world's largest companies and governmental organizations.

## Our Partners

Our partnerships strengthen our ability to help our clients achieve superior performance.



## Technology Description

Features	Functionalities
Dynamic and Interactive Map	Map linked to business data, either directly in reports as a complement to tables and charts, or as an interactive map viewer. The latter offers advanced navigation and spatial query features (such as a buffer and included points).
Geographic Dashboard	Stand-alone Web cartographic portal for viewing, analyzing, and querying business data.
BI-Mapping Bidirectional Link	Unique and dynamic integration solution between the mapping and BI systems.
Distribution	Print or export the formatted reports and maps with legends to PDF or to MS Office applications.
Web and API Solution	Web architecture for creating and viewing reports and maps. FLEX API lets users include its functionality in applications while preserving their graphic charters and all their features.
Upload of New Contents	Upload data directly from the operational level via a structured form.
Fly Distance and Walk Distance	This widget calculates the distance to a point of sale.
Access to External Data	Easy access to external data, such as Navteq, Bing, and Street View.
Territory Management	This feature helps territory management by creating new sectors analysis and making them accessible according to various criteria.
Complex Filters	Capacity to filter large volume of spatial data.

## The Result

The first feedback was very positive. The new geomarketing solution brings more user-friendliness to the application and offers the opportunity to integrate new contents directly into the database. This innovative functionality lets the operation level feed and enrich the database with information related to its store.

As a result, the Galigeo solution turns data about customers and marketing operations into knowledge that provides greater insight to enhance operational performance. The new geomarketing application is used to

- Guide the expansion and development strategy
- Optimize direct marketing actions, such as distributing weekly circulars
- Monitor store performance
- Provide a better understanding of the territory
- Feed and share the database

By representing and displaying business intelligence data on maps, the geomarketing application helps to identify hidden trends, customer relationships, and customer behavior, as well as enable a deeper marketing analysis.