



Using GIS Analysis to Drive Business Decisions

Integrated Market Insight

Geographic Information Systems



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Case Summary

Research In Motion (RIM), whose revolutionary BlackBerry™ device had achieved market dominance in the corporate space, was interested in expanding its presence with retail consumers. Instead of spending sales and marketing dollars haphazardly, RIM sought a data-based approach to finding ideal consumers. MarketStar, using a combination of sales inquiry data and a proven Geographic Information Systems (GIS) methodology, developed a coverage model that identified the cities and neighborhoods of RIM's ideal customers.

Client Situation

RIM wanted to leverage its success in the corporate marketplace to help understand who the ideal retail customers were and where they lived. Unfortunately, given RIM's indirect carrier-based sales model, it was difficult to obtain accurate sales data and historical buying trends. RIM did, however, have one valuable set of data: physical addresses of consumers who had previously requested information from the BlackBerry Web site. Consequently, RIM sought a service provider to visually represent this data and recommend market segmentation. In short, RIM needed a GIS expert.



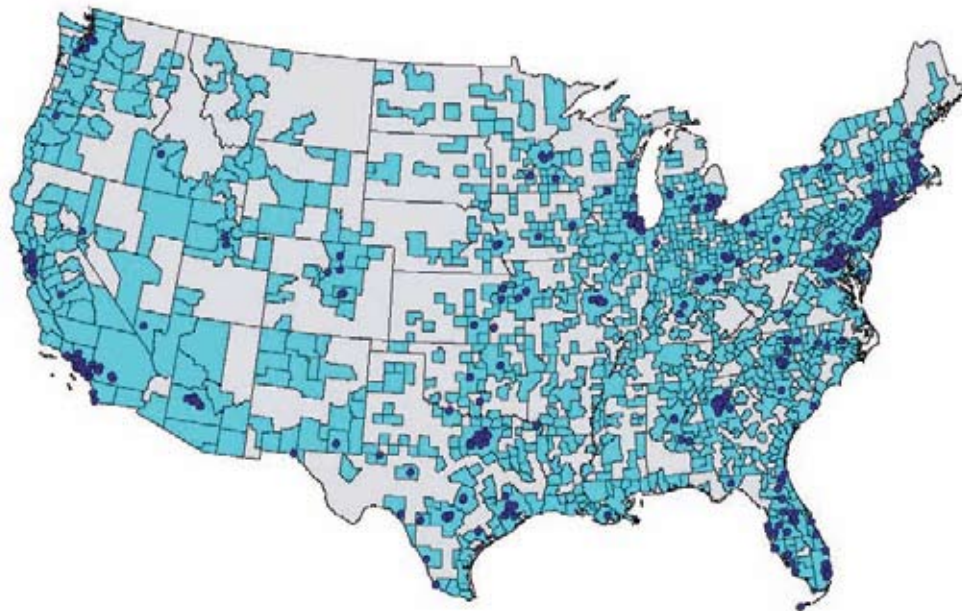
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MarketStar Solution

RIM turned to MarketStar's GIS team to answer the fundamental question of, "Who are our customers?" Using RIM's consumer data, MarketStar's GIS experts successfully identified potential clusters of customers and relevant demographical information related to each cluster area. MarketStar then matched each cluster with RIM's ideal consumer profile to ultimately recommend 25 cities where sales and marketing resources would be most likely to return a strong ROI.

Results

- The entire analysis was completed in less than two weeks
- MarketStar's GIS analysis helped provide a detailed go-to-market strategy for each of RIM's national carriers
- RIM has since leveraged this data to forecast product placement and inventory levels for each store location



Example of geographic mapping of customer inquiries
(Note: not actual RIM data)



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About MarketStar

Founded in 1988, MarketStar Corporation has established its authority in strategically designed outsourced sales and marketing solutions, go-to-market systems and business intelligence over the last two decades. Our proficiency in recruiting skilled, professional and dedicated staff that delivers actionable knowledge to clients has enabled us to consistently produce predictable and profitable results. Serving as an integrated extension of a client's sales and marketing team, MarketStar generates and closes sales in multiple sales channels. For more information, visit www.marketstar.com.

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