



GISinc Retail Solutions

We turn retail data into insight.

GISinc enables retailers to analyze market, distributor, product, and customer locations, in and outside the store. Utilizing web-based location technology will provide access to dynamic, on-demand business intelligence that empowers your retail business.

Understand Your Customers

- Develop and analyze trade areas
- Analyze market share
- Evaluate consumer loyalty and behavior patterns
- Perform targeted marketing and promotions

Understand Your Competition

- Map competitors and their trade areas
- Analyze strengths and weaknesses
- Gain an understanding of their customers

Grow Your Business

- Improve market planning
- Find optimal sites for store locations
- Forecast new location performance
- Optimize merchandising and store design

Services Designed to Meet All Your Retail Lifecycle Needs

Every aspect of the retail life cycle can benefit from understanding how location impacts business. Our location technology services provide you with the resources needed to improve market planning and site selection, forecast new location performance, analyze market share, identify revenue at risk, and more.

Solution Development

Our diverse technology stack can identify the right solution to meet your project requirements and empower your retail organization.

Strategic Consulting

It is our mission to deliver value from technology, create insight that leads to decisive action, and help our clients achieve sustainable results.

Making Data Work for You

Transforming data into insight meeting your retail challenges through data integration, digitization, analysis, migration, optimization, or modeling.

Map and Visualize your Results

Mapping technology can transform your data into a powerful tool for analysis and better workflows. We will show you how.

Find a Long-term Partner

Achieve lasting results from your implementation through needs assessments, health checks, strategy, and road mapping, including post implementation support.

GISi SmartSite Retail Use Cases

Retail (Destination, Convenience, E-Commerce) – GISi SmartSite Retail is a fit with every type of Retail. If you have customers, locations or assets in the field, GISi SmartSite Retail will help you manage and analyze your business like never before. Our system allows you to analyze your market share, identify competitor trends, score and forecast new store locations, analyze indoor customer activity, improve marketing, optimize store design, manage your real estate portfolio and pipeline, communicate in real time with your extended team and operators, and much more.



Restaurants (Full-Service, Quick Service Restaurant, Fast Casual) – Strong competition and sizeable investments can create a small margin of error when opening and operating a restaurant location. GISi SmartSite Retail helps mitigate those risks and help ensure your existing restaurants are operating at full potential. Powerful analytics enable you to improve operational performance, optimize market position, decrease time-to-market, score and forecast new store locations, manage your real estate portfolio and pipeline, analyze customer loyalty, optimize staffing levels, and much more.

Franchising (Self-Service, Corporate) – As a corporate franchisor, building a successful and profitable network of franchisees is a complex process with several parts. Included in that process, is location research and network management. Because of legal constraints, often corporate franchisors compete with 3rd party brokers and consulting firms who are advising and recommending new locations for a specific franchisee. GISi SmartSite Retail is designed to eliminate that competition by delivering corporate value-added self-service location research and operational analytics to your franchise network. The system empowers franchisees to take advantage of the power of corporate-wide data and does so by staying within your legal limits. Franchisees can use GISi SmartSite Retail to study their markets, submit automated templates for new location requests and evaluate new locations. Corporate franchisors can automate multiple tasks, and build consistency within their various activities and communications with the franchisee network.

