



Location analytics adds dynamic new dimensions to your business analytics, providing your business executives with new and deeper insights into your enterprises' business. Maps are regular features in today's BI reporting tools, but they are generally limited to data such as sales territories, delivery zones, and customer locations. With GeoCruncher® location analytics service, interactive smart maps provide "location intelligence", bringing the power of geography and location to your decision making process.

Traditional BI analyzes historical business information, for example, metrics on sales results from last quarter, or how the last change in wholesale grain prices affected regional markets. GeoCruncher analytics service adds a new perspective to your metrics and analysis by adding geographic layers and forecasted events, and defining their relations with your known business data. Plus, sophisticated location-based simulation models let you forecast outcomes based on specific decision points.

Cloud-based Location Analytics Service

GeoCruncher is a revolutionary new service that gives you access to location-based analytics on datasets such as demographics, transportation/routing and social networking information, with no costly additions needed to your current infrastructure. A cloud-based location analytics service, GeoCruncher analytics goes far beyond the simple mapping capabilities of other location intelligence solutions.

Our series of foundation analytics offers a set of commonly implemented GIS analytic tasks using well know datasets, including demographics, boundary data and transportation. Location analytics are built into GeoCruncher, so you can start asking questions about your business data immediately. You get fast, accurate answers to questions such as where do customer demographic categories coincide with sales figures, what is the population density along a given transportation route, how many of our subscribers may be affected by the coming snowstorm, or what newly registered businesses are located along my existing delivery routes?

GeoCruncher's foundation analytics currently include, demographics (Dx) and transportation and routing (Tx), and will soon include healthcare (Rx), economics and trade (Ex), weather (Wx), and social networking (Sx).



By leveraging "location intelligence" and advanced visualizations you can uncover the customer requirements, business trends, and market directions your company needs to understand and act on today in order to succeed tomorrow.

Why Choose Claricent?

- **Increase revenue.** Empower your team with the knowledge needed to improve sales performance and impact your bottom line.

- **Maximize productivity.** Develop strategic business objectives, identify spending inefficiencies, and make informed decisions that help you maximize

productivity and increase your return on investment.

- **Drive more value from your existing data.** Do more than just gather information. Analyze and interpret your information, then develop custom solutions based around your unique business requirements.

- **Discover a partner in success.**

Receive prompt, friendly, personalized service. Develop a working relationship that's founded in solid values, based in business intelligence, and fueled with a sense of purpose.



GeoCruncher automatically maintains and updates the datasets you use most frequently. Plus, you can add any available data layers or commercial data layers you own to your analytics, easily and at no additional cost.

Your Data Is Secure

Communications with GeoCruncher analytics service are secure and encrypted, ensuring privacy and integrity of all your sensitive information.

This component allows you to add interactive maps to your BI dashboards and to run analytics from map-based selections. In addition to the map itself, analytic tasks can be executed directly by other dashboard components, and results returned for display. This means that the power of location analytics is available throughout your BI system. The mapping interface is not required to access these capabilities.

The Power of Location Analytics

Claricent partnered with Northstar Geographics, LLC (NSG) to develop the innovative GeoCruncher analytics service. Northstar Geographics specializes in applied geospatial analysis, web application development, business intelligence services, and GIS consulting to guide businesses and organizations towards better and more intuitive decision-making.

Compatible and Easily Expandable

GeoCruncher integrates well with other solutions. You can use the power of GeoCruncher analytics to enhance existing investments in SAP BI systems, including APOS Location Intelligence Solution and Centigon Solutions' GMaps Plugin. It includes support for OGC® (Open Geospatial Consortium) services: KML, WMS, WFS and WPS. The GeoCruncher API implements the ESRI® ArcGIS GeoServices REST specification. Your developers can create fully customized applications using any of the ESRI® web mapping APIs for Flex, JavaScript, Silverlight and SharePoint.

If you want your data to stay within your corporate firewall, GeoCruncher services can run locally on your network.

GeoCruncher for SAP BusinessObjects Dashboards (formerly Xcelsius)

The GeoCruncher component for SAP BusinessObjects Dashboards (formerly Xcelsius) is the very first client-side implementation demonstrating the capabilities of the GeoCruncher location analytics service.