

Business Case for Sole-Sourcing GIS Planning's ZoomProspector

GIS Planning's service offering is unique in the marketplace and their Software as a Service (SaaS) provides exclusive tools and data that are only available through their product. These include the tools, features, and data expected by business investment decision-makers and site selection consultants. In addition, because the company invented the product category and continues to continually create leading-edge innovations, it has amassed a huge network of economic development and private sector partners that benefit from the reinforced ZoomProspector ecosystem platform. Specifically:

- GIS Planning offers the gold standard in GIS location analysis web services. Its ZoomProspector Enterprise technology is implemented in **43 states and serves the majority of the 100 largest cities in the United States**. Now available in Canada too! Over 13,000 cities, from Nova Scotia to California and from Alaska to Florida, are already served by its technology. This quality network limits client risk through the security of an industry standard for the future. It also decreases all EDOs' costs of innovation as service upgrades are amortized over a huge network of EDO clients, enabling many free upgrades.
- GIS Planning's data and data analysis tools are far beyond the offerings of any other product. Its ZoomProspector Enterprise service provides **upwards of 3,200% more data variables and 12,500% more demographic data heat maps** than some other products. This data encompasses the most frequently updated data sets in the industry (2 to 4 times annually, depending on the data set), which ensures users' search results are fresh and relevant. In addition, GIS Planning is the only vendor to provide the required ability to interactively map, list, and filter business industries to promote the existing local industry characteristics. It also enables the customization of data to industry targets for an EDO's area. These rich data sets are presented in attractive chart, graph, and mapping formats which can easily be shared or exported for use in reports.
- No other vendor can offer **true community site selection on a GIS website**, because GIS Planning patented this technology. This is one of the highest-level services necessary because businesses select a community before they search for a property to place their company. GIS Planning's patent makes this an exclusive benefit to its clients.
- Only GIS Planning clients have access to the **unique and extensive ZoomProspector ecosystem**, including listings on its national site selection database ZoomProspector.com, advertising and official partnerships with *Business Facilities* and *Business Expansion Journal*. In addition, only GIS Planning provides site selection and demographic information through Facebook widgets to target the social media network's massive user base. This ecosystem will also assist with expansions of companies through foreign direct investment, as ZoomProspector.com is a service of the SelectUSA Division of the U.S. Department of Commerce, which assists foreign companies by finding the right US location for their expansion.
- Because business people are performing more work tasks through smartphone mobile computing, GIS Planning developed the **only GIS site selection analysis solution that is**

fully optimized for use on a mobile device. Users can easily navigate all of the same tools with an interface optimized for use on a small screen, without sacrificing any of the features or functionality. Since as many as 20% of site selection website visitors are already using a mobile device (a number that is projected to grow exponentially in coming years), ZoomProspector Enterprise clients can remain confident they will be able to fully address their data requirements.

- GIS Planning's Intelligence Components put customized, interactive search tools right on the website pages users have visited, so the data they are seeking is right at their fingertips. GIS Planning conceived of and developed the Intelligence Components, and there are no other embeddable online data tools on the market that offer similar features or functionality. The perfect complement to a location analysis web service like ZoomProspector Enterprise, **Intelligence Components set the standard for the next generation of smart economic development websites.** Five different components are available for placement on multiple web pages: Demographic Analysis, Smart Mapping, Business Cluster Analysis, Compare Communities and Community Profile Infographics.
- To date, GIS Planning projects have created quantifiable value and assisted in the creation, attraction, and expansion of business for hundreds of state, regional, local and utility economic development organizations. There are many good reasons why **GIS Planning has well over 90% of the Internet GIS economic development market share.**

Here are some of the other features only available using ZoomProspector Enterprise (ZPE).

- **Demographic Reports-** Ability to save and share demographic, consumer expenditure, and business and workforce reports within a user-defined distance from a selected property. **Updated twice annually, GIS Planning is the only vendor to update more than once a year.**
- **Business Reports –** Ability to analyze businesses within a user-entered radius of the site of interest to view potential suppliers and competitors. **Updated four times annually, GIS Planning is the only vendor to update more than once a year.**
- **Industry Cluster Analysis –** Ability to pre-define your community's target industries or clusters for business analysis. **GIS Planning is the only vendor with a simple process to add EDOs industry clusters and target industries into a location-specific analysis tool.**
- **Thematic Mapping –** A visual display (also known as a "heat map") of 752 new specific demographic variables by geography, allowing a visitor to identify optimal business locations, which can be geographically understood in one glance. **GIS Planning is the only vendor to offer more than 15 thematic map options.**
- **Community Search –** Ability to search for communities in your geography using ZoomProspector.com data. **GIS Planning has a US Patent for this technology.**
- **Community Profile Infographics –** Full edition version of ZoomProspector Enterprise feature these sleek, compelling, interactive illustrations of key (and always up-to-date) community data on the Community tab. **GIS Planning is the only vendor to integrate extensive, interactive infographics into search results.**
- **Mobile Website –** Mobile design format for smartphones that allows users to view the same integrated property search, demographic analysis, business/ industry mapping and interactive maps they would see on a computer browser. This feature also offer users turn-by-turn driving directions. **GIS Planning is the only vendor to provide a mobile-optimized**

GIS site selection analysis service with all of the same features on the mobile device as the desktop service. This is also important because Google punishes websites with different mobile content by pushing those websites down in the search engine rankings.

- **Community Comparison Tool** – this new tool allows the user to compare US communities side by side when searching for where to expand/relocate their business. **GIS Planning is the only vendor that enables side-by-side comparisons of the local community to all other US cities and counties.**
- **Analytics Reports** – ZoomProspector analytics as well as Google analytics are provided. **GIS Planning provides proprietary business intelligence in its analytics that can help guide market-based economic development policy.**
- **Search by Businesses** – Ability to search businesses by name, type, number of employees and annual revenue. **GIS Planning provides the greatest number of business search filters and result visualizations.**
- **Housing Data** – Show residential characteristics using this new data feature.
- **Exportable Charts & Graphs** - Much of our data can be displayed visually in charts and graphs that can be easily exported for use in reports or presentation.
- **Wage and Unemployment Data** - This feature provides detailed information about wages by occupation and unemployment data.
- **Consumer Spending Data** - In addition to current year information, users can access projections 5 years out, effectively doubling the amount of data in these reports.
- **Pinpoint Tool** - This tool allows user to pinpoint anywhere on the map and access all demographic/business reports without having to identify a site or building.
- **Regular Product Upgrades** - We work hard to constantly improve our software applications, adding new data sources, features and functionality, so your website visitors appreciate a cutting-edge, data-rich user experience.

GIS Planning, Inc

By: _____

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