



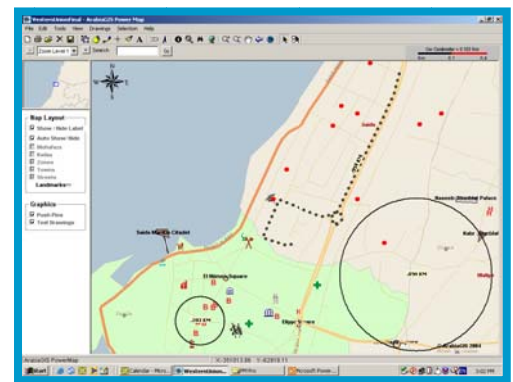
Product Brief

PowerMap is a GeoMarketing - desktop business friendly application that combines maps & business data to enable the user from exploring the power of Geographic Information Systems through a simple interface. Offering the package bundled with different maps & datasets, PowerMap enables business executives from visualizing (branches, clients, POS, and competitors), analyzing (competition, growth, coverage) & managing their business data (sales data, customer service data, marketing data...etc.)

Product Usages

PowerMap introduces MAPS into business executive's daily operations; Combining Geography with commercial & market data, PowerMap becomes a powerful Decision Support Tool that enables the user to:

- Visualize & manage networks (branches & POS)
- Visualize the company's customers
- Visualize sales coverage, forecast sales & plan sales penetration strategies
- Perform competition analysis
- Evaluate potential locations for opening new branches or POS
- Plan marketing Activities with reference to the existing market status



Product Features

Browse Maps

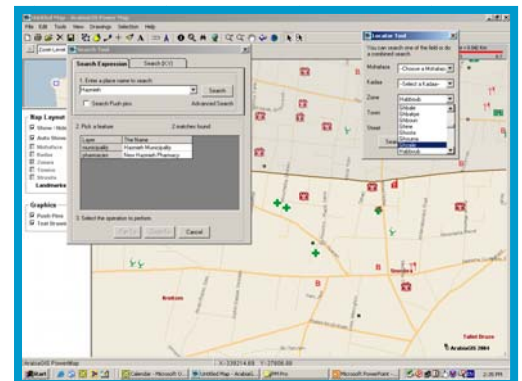
Zoom In/Out & pan to any administrative area or street

Use a text search to locate a specific area or street

Use a locator to find a listing of all administrative areas & zoom directly to it

Present Data

Use power map presentation features to customize the look & data of the map, user can: Manipulate Colors; add text notes & labels, change fonts, add/draw shapes in different colors, export maps as JPG files to use with MS Power Point & MS word



Create Data layers/Add Points

User can create his geographical business layer by manually pointing his cursor & Plot any Branch, POS, competitor on the map & enter 15 data fields for each point added (phone number, opening hour, sales/month, ID#...etc.). User can then query the different points & fields added to generate different reports & maps (Sales/Area, Product Spread/Area, Branch Coverage...etc.)

Data Filtering

Perform different searches on any combination of data fields to generate different reports about the market, also filter the data according to geographical locations (Administrative Areas) & generate maps and tabular reports of the results

PowerMap Reports & Outputs

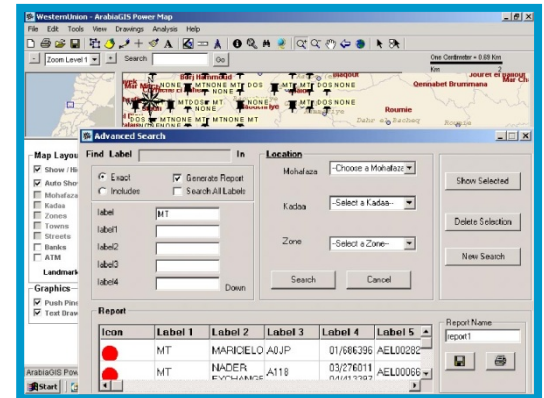
Printed Maps: print maps in any Size (A5, A4, A3)

Image Maps: Save any map as a JPG or Bitmap image:

- ✓ High resolution: to print & plot maps
- ✓ Low resolution: to use it with MS PowerPoint or MS WORD

Tabular Reports: view & print the results of any search as a tabular report

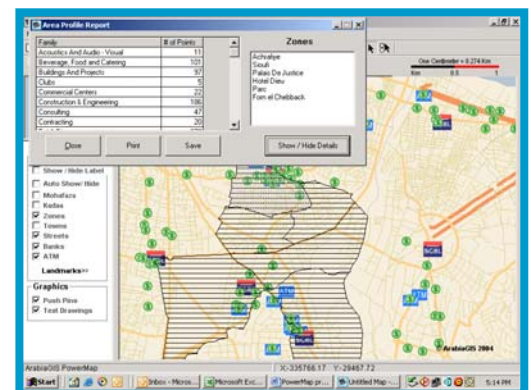
Export to MS Excel: export/save all data added to PowerMap or any search result into MS Excel sheets



Business Analysis Wizards

PowerMap links your business with its surrounding area by introducing different wizards that to enable the user from exploring the different variables surrounding the company's branches, POS & Competitors

- **Area Density Wizard:** user can analyze the density of any variable (buildings, population estimates, customer profiles, Customer Social Classes) in the surrounding area of any selected location (branch, POS, Competitor)
- **Area Profile wizard:** user can analyze the profile (number of schools, banks, hospitals...etc.) in the surrounding area of any selected location
- **Area Listings:** User can generate reports of all businesses in a selected area with names, sector, phone numbers & written addresses
- **Radius & Distance Measurements:** User can measure a certain radius around any selected point, & estimate the distance between the company's branches or POS & other important locations (Schools, Shopping places, high populated areas...etc.)





PowerMap Can Be

- Customized to meet different user requirements
 - Customized with any type of Business Data available
 - Customized with geographical data sets for new countries
 - Integrated with the company's own database
 - Customized to interface with the company's current systems & applications
 - Customized to integrate different types of reports
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Our clients

ArabiaGIS serves different clients with PowerMap in different sectors such as:

- **SGBL (Société Générale De Banque Au Liban)** (Banking)
- **Group Mediterranee** (Banking)
- **Bank of Beirut** (Banking)
- **Western Union Money Transfer** (Money Transfer)
- **Cyberia** (Internet Service Provider)
- **FDC (Food & Drug Corporation)** (FMCG)
- **Naamani Auto parts** (Car Accessories retail)
- **Statistics Lebanon** (Marketing Research)
- **Makhzoumi Foundation** (NGO & Social Services)
- **ACDI / VOCA** (NGO)
- **FFA (Financial Funds Advisors)** (Financial advisors)
- **Operators** (Real Estate & Property Management)

For more about ArabiaGIS clients please visit: <http://www.arabiagis.com/clients.asp>

About ArabiaGIS

ArabiaGIS is a company Managed & Owned by: Khatib & Alami Consolidated Engineering Company, ACT (Automation & Computer Technologies) and seeCosm for the purpose of E-mapping Commerce

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