



Smarter data for business

Introducing... customised profiling

Ever wondered what gives some businesses their competitive edge? Why they seem switched on to their customers and tuned in to their market?

Whether your business is planning to grow, franchise or consolidate, you need to make informed decisions. And, making good decisions about your business requires information with integrity.

Insite data solutions has been providing conclusive data to business since 2002. Our professional team have over 10 years experience developing data analysis tools to assist domestic and international enterprises.

Of course, our service is entirely structured to align with your organisation. The result is customised analysis and geo-demographic modelling designed to assist you make evidence based decisions that support planning and growth.

New perspectives on your customers

Sam Torcasio and his team are qualified and experienced management analysts with the acumen needed to understand your business imperatives.

Using up to date information from official sources like ABS (Australian Bureau of Statistics) and Property Council of Australia, data and mapping outputs are generated that provide real insight. Further, by examining detail conclusions may be drawn that profile and forecast the characteristics or trends of areas of interest.

Because we understand customer markets, well-known Australian companies have relied on our advice. Also, our expertise has been employed across various other industries, including:

- retail (petroleum, automotive, consumer goods)
- fast food chains and convenience stores;
- communications and service providers.

Although Insite data solutions is based in Melbourne, our full service is available Australia-wide and in New Zealand and can be applied to national, regional or local markets. It's completely up to you.

Harnessing the business benefits

Maintaining your edge in a competitive market can be challenging and costly. It's no accident that big business is investing heavily in demographic profiling and predictive modeling. It has been proven to work.

The resulting test for emerging companies and franchises is how to grow and multiply. And the need to be forward thinking in identifying market gaps and potential opportunities has never been greater.

That's where Insite data solutions put your business out in front. We assist with understanding the characteristics of particular locations, what is changing and why. This essential information can then be applied in business planning, resource allocation or future estimates to achieve:

- better lead generation;
- increased sales volume;
- raised revenue.

Discover how our service enables your business to accurately align itself with your customer expectations. And let the results speak for themselves.

“Insite Data Solutions has provided us with a number of demographic profiling analysis for site selection and we have found their service to be reliable and prompt. It has been invaluable and cost effective for site selection.”

Barry Martens
General Manager, Beacon Lighting

Using our service

Simply stated, you'll find skills and experience instead of numbers and products at Insite data solutions.

Whether we come to you or other contact methods are used, we stand by our open, easy communication and responsive service. Plus, you'll receive a full competitively priced proposal for your consideration prior to work commencing.

We guarantee you'll be delighted with our service now and into the future. Not only do we deliver on time and on budget, you'll also find us prompt, accessible and reliable.





The right tools for the job

While our innovative systems utilise a simple and unique user interface, at Insite data solutions, it's not just about the technology. We provide end-to-end solutions. And unlike others, you won't be left with a set of numbers to interpret yourself.

Insite data solutions understand what matters most is how information is used and that modeling ultimately needs to be applied at your business front line. That's why our service is flexible and designed to accommodate your objectives and existing planning documents.

You'll find us dedicated to providing tools that help meet your business goals through better planning, strategic sales and marketing, resource allocation and budget forecasting.

So whether you need simple data interpretation or a complete package solution, we can assist with:

Data

Using verified data from independent sources, Insite data solutions provide answers... not just numbers.

Simple and meaningful outputs are provided that allow you to understand your market and make meaningful decisions.

Mapping

Our Target Market Index (TMI) maps provide clear spatial detail about areas of interest. By using graphic depiction we can highlight several characteristics at once. And, because other features (like roads) can be overlaid, they are easy to read. Mapping is useful to present findings that support your planning documents and reports.

Demographics

Business and residential demographic summaries are valuable data driven business tools. Knowing how buying decisions are made means this information can be used to identify markets likely to respond to a particular product or offering.

Also, your business can become more customer focused through greater market understanding. Naturally this focus should heighten customer satisfaction and ultimately lead to further sales and business growth.

Project Management

Insite data solutions provide a complete custom service package to franchise networks, retailers and other business to assist with planning and implementation of business initiatives.

Area evaluation, territory planning and surveys are some of the services that may assist in identifying possible market gaps and potential opportunities.

Location Selection

Because selecting your location is one of the most vital elements to forecasting customer value and optimising sales potential, a good decision is essential.

Utilising target demographics and specifically tailored mapping tools, areas of interest can be ranked according to the greatest target mix and complimentary business activity.

Territory Planning

Taking into consideration your business industry and target market, Insite data solutions plan equitable territories based on the right metrics.

Of particular use to franchise business in identifying future returns and supporting their networks, this facility is available across both regional and metropolitan Australia.

Modelling & Analysis

Insite data solutions have the right skills and capabilities to define what your customers want. Using predictive modeling and correlation analysis, conclusions can be drawn about likely customer buying behaviour and how valuable or vulnerable your customers may be.

“We are truly impressed with the ease of communication and fast response to requests that you provide and also the competitive costs for your service really deliver excellent value. Your assistance and guidance with regard to our Money Depot Franchise business model has delivered significant business success to our company.”

Barry Hester
Director, Money Depot

“Insite Data Solutions have helped us define, align and improve our distribution via the use of their mapping and data analysis tools. We would have no reservation in recommending them to any prospective client.”

Sam Gentiluomo
Managing Director, Etna Foods

For more information, visit our website or call for an obligation-free consultation.

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Member of the Franchise Council of Australia

