



Kalibrate

Kalibrate Location Planning Solutions

Retail network insights, analysis, and planning start here

How can you maximize ROI on every capital spend? Should you buy or build? Which location is best? The foundation of fuel and convenience retail success is expert retail network planning. Kalibrate's market data, prescriptive analytics, and 25 years of industry expertise are ready to work for you.

Whether you're assessing potential locations for new sites or taking the pulse on existing outlets, Kalibrate location planning solutions give you powerful support to make intelligent investment decisions. Kalibrate takes the guesswork out of strategic decisions you'll live with for years to come.

Location planning offerings

- **Retail Network Planning** – streamline your search for growth
- **Site Analysis** – map “what if” scenarios and project outcomes before you make investments
 - **Single Site Analysis**
 - **Acquisition Analysis**
 - **Hot Spot Analysis**
 - **New Site Analysis**

With location planning solutions you can

- Maximize ROI on every capital spend
- Pinpoint the absolute best locations based on your brand position and strategic goals
- Evaluate the potential impact of consolidating, relocating, or remodeling
- Identify opportunities for mergers or acquisitions within your market and expedite due diligence
- Evaluate the strengths and weaknesses of your outlets and competitors' outlets
- Quickly and affordably test strategic scenarios before implementing them

It's time to get ahead.

Your expert source for fuel and convenience retail intelligence, insight, and action

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Features and Functionality

User productivity

An intuitive, customizable user interface enables users to make better decisions faster. Get the job done with fewer clicks, and increase overall effectiveness.

Compare multiple markets at once

Don't limit yourself to one-market-at-a-time analyses. Keep analyses of multiple markets open for single analysis and cross-comparison.

Advanced integrated mapping

Embedded analytics on the map highlight impacted sites and real-time, 360-degree perspective on what's around each site.

Map-driven usability

Conduct property analysis, create tactic strategies, and view what-if results, all without ever leaving the map.

Advanced integrated analytics

The first single-screen, consolidated view of critical data. Readily-available analytics help users assess sites quickly, across new and important KPIs.

Automatically linked workspaces

Widget-linking keeps maps, reports, and charts in sync, to adapt to changes in site focus.

Create best practice planning workspaces

Complex planning scenarios remain as you left them, for the next time you log in.

Best-practice collaboration

Share workspaces with colleagues to enable collaboration, and promote best-practice location planning throughout your team.

Quickly analyze what-if strategies

See at-a-glance recaps of what-if strategies across all product offerings (gas, c-store, diesel).

Enhanced query capability

Define benchmark queries and save them for reuse. Understand which sites are deficient and which are candidates for improvement/divestment. Analyze brand strengths and weaknesses, acquisition candidates, and competitor profiling.

Advanced site grouping and hierarchies

Slice and dice your data anyway you want by creating custom groupings which automatically feed in analytics.

On-demand, embedded learning and development

Kalibrate University is the on-demand knowledge base that enables your team to develop skills and understanding about product and industry topics. Kalibrate University is embedded in the application, so it's always at hand.

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