

Geographic Information Systems and Spatial Analysis

Practice Area Profile

Understanding the impact of geography is a key component in many business decisions.

Sometimes the impact of geography is straightforward—different products are offered in different cities. Other times, the impact is more subtle—a flat enterprise growth rate is really a negative growth rate in some areas compared with several zones of explosive growth. Bottom line...whether a network needs to be constructed to reach customer locations or you need to service your customers in a more efficient manner, an accurate spatial analysis is key to improving your decisions and ultimately your long term profitability.

Why use CostQuest?

CostQuest has developed and implemented Geographic Information Systems designed to help our clients make better decisions. We know how to use GIS tools, develop or purchase geographic data and perform spatial programming. Most importantly, we understand how to correctly apply these tools to your analytical or information system needs.

Our GIS Tools include:

We work with some of the most advanced GIS tools available. Depending on your preference, we work with either ArcView™ or MapInfo™. We can also translate GIS data from a variety of applications like MicroStation™ or AutoCad.™

In addition to using GIS tools, we can translate tabular data into geographic terms. Whether the need is to develop boundaries of service or geocode customer

address data, we have knowledge of and access to tools that efficiently make this process painless.

CostQuest can also develop custom tools, macros, or spatial programs designed specifically to meet the needs of a project. For example, we can provide spatial applications to develop minimum spanning paths, trees, and rings. These can be as simple as straight paths or as realistic as following roads.

The benefit of using CostQuest is that we provide not only the GIS knowledge but also the business knowledge to leverage your data to the utmost.

Our prior solutions include:

- ✓ Developing a network tool that used minimum spanning road trees to construct an optimal landline network to service geocoded customer locations.
- ✓ Analyzing quantitative data and developing thematic maps for a firm trying to demonstrate the impact of demand in certain areas of their network.
- ✓ Developing a full complement of geocoded plant and customer location data for use in a network costing model.
- ✓ Building and then querying a 20 million record database to identify then geocode elements of network plant.
- ✓ Auditing and improving a client's customer location and assignment process prior to regulatory scrutiny.
- ✓ Developing custom wire center boundaries reflecting true service territory.
- ✓ Analyzing and targeting those businesses in proximity to specific network facilities of client and competitor.
- ✓ Comparing a set of proposed boundaries to discover if the use of a particular boundary product was beneficial or disadvantageous to a client's goals.

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- ✓ Analyzing customer inquiries to discern where new plant should be placed to satisfy market demand.

For more information, please contact us or visit us at www.costquest.com.

