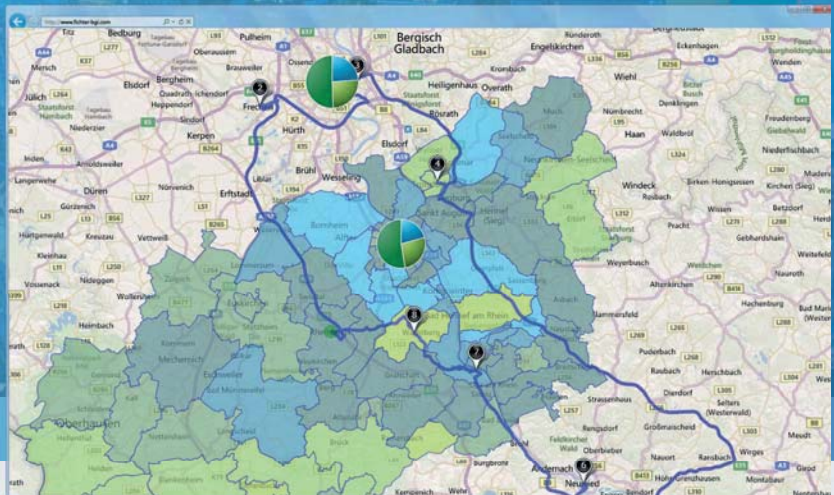


BGI ANALYTICS

Geomarketing cockpit and route planning
as an integrative web solution



Company key figures from ERP, CRM, DB and Excel by locations and regions

BGI ANALYTICS

BGI Analytics is a location intelligence tool for geographic visualization, analysis and reporting of company key figures on maps - in the form of a web client. BGI Analytics shows where there is a need for action and where successes are and will be used as an insightful extension of the management cockpit or as an operational route planning tool for visit and trip planning.

ANALYSIS COCKPIT & ROUTE PLANNING

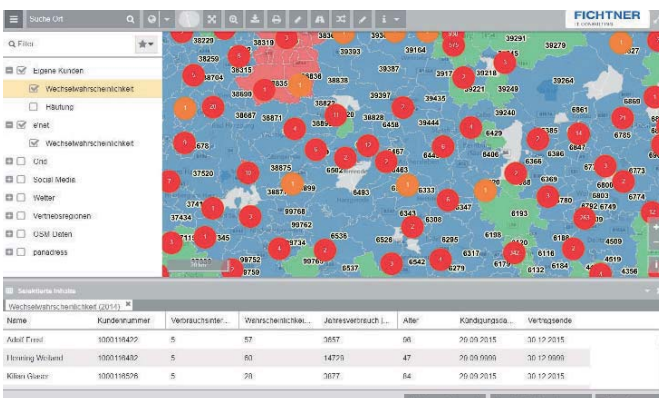
BGI Analytics delivers two geo-solutions in one: a geo-cockpit to analyze and control your business, and an operational route planning tool for field service and service technician use.

ANALYSIS & OPTIMIZATION OF PROCESSES

- I Where are which customers?
- I With which products, models, service offerings am I successful and where?
- I Where are my competitors? Where are they more successful?
- I Where else are potentials hidden?
- I Are trends recognizable?
- I How far do my catchment areas reach in my stationary trade?
- I What cumulative purchasing power can I achieve within a certain travel time?

READY-TO-GO, FLEXIBLE CUSTOMIZABLE

BGI Analytics is delivered with modules for the energy supply, trade, industry, automotive and financial sectors. As BGI Customer Analytics it can be used for regional target group marketing and efficient customer management. BGI Grid Analytics already offers the option of integrating line networks from GIS and CAD and matching them with the contract data from SAP.



Full interaction and BI analyzers - from the global market view to the individual object in current aerial photography. Source: HERE, Bing Maps

DATA FROM SAP, CRM, BI, SHAREPOINT & DATABASES

With its open software architecture, BGI Analytics enables fast and secure integration into your core systems. With its own SAP business units and its membership in the HANA Alliance, Fichtner IT Consulting GmbH has many years of expertise in system implementation, integration, customizing, hosting and consulting.

MODERN METHODS & EXTENDED TECHNOLOGY

BGI Analytics is based on the modular software framework BGI (Business Geo Intelligence) of the Fichtner IT Consulting GmbH and the preserved components of Microsoft, Nokia HERE and OSM. For the user interface BGI Analytics is implemented as a streamlined WebGIS solution based on HTML5 for every popular browser and accesses master data from different systems on the server side. For example, SAP data from Billing, IS-U, CRM, Financial and Controlling into the system. Optionally, the solution is available as a fully integrated SAP HANA solution. BGI Grid Analytics wins the SAP and HERE IoT Apps Challenge 2016.



ADDITIONAL EXTERNAL DATA

By supplementing with socio-demographic data such as purchasing power, consumer behavior or lifestyle, the data of the potential customers can be compared to their own customer data in each postal code cell. In synopsis, you get new insights into your sales territories and their characteristics. You can thus tailor your campaigns to the respective region and its population characteristics.

THEMATIC MAPS BRING YOUR INFORMATION TO THE POINT

In addition to address and area data, we now offer several live services that can be displayed on the map. This way, social media feeds, posts and business news can be located on the map as well as severe weather and lightning for technical applications and for risk management. For your visit planning, we integrate the hotel locations from booking portals.

ABOUT FICHTNER IT CONSULTING GMBH

FIT is the IT competence center of the Fichtner Group with some 1500 employees in over 60 countries. The Fichtner Group has been established in 1922 and is family-owned ever since. We design and implement information logistics for technical networks, assets and infrastructure. We combine industry-specific knowledge with process know-how and state-of-the-art technological expertise to deliver innovative and economic solutions for your success. We extract, structure, link, process and present your (geo-referenced) data to provide efficient and effective solutions.