

## Experian combines ESRI (UK) GIS software with NAVTEQ data to enhance its new Micromarketer Generation3 software



### Micromarketer Generation3



By incorporating world-class GIS software from ESRI (UK) with its new data retrieval engine and global data catalogue, Experian delivered a significantly improved version of its MicromarketerG3 geomarketing software. This was delivered at lower cost, with improved functionality and greater efficiency.

#### Challenge

Experian wanted to develop a new 'best of breed' version of its successful Micromarketer product to extend the application's core functionality, position it for future development and growth, and help the company grow its global customer base.

The new solution had to retain existing functionality and incorporate third-party GIS tools to deliver new standards for flexible analysis and quality reporting and mapping. It also had to provide a powerful interface to Experian's global business and consumer data catalogue.

#### Solution

Redeveloping Micromarketer gave Experian the opportunity to take advantage of existing world-class GIS tools. It selected ArcGIS software from leading geospatial experts ESRI (UK), part of the global ESRI network.

ArcGIS delivered the GIS functionality Experian required, as well as a powerful, intuitive mapping interface. It was integrated with other software components to provide a complete system for retrieving, viewing and analysing Experian's global data and generating a range of reports and maps. The solution takes advantage of third party datasets, including NAVTEQ's highly accurate street-level mapping, which is checked and verified in the field, ensuring end-users have reliable up-to-date data.



#### THE CHALLENGE

- Cost-effectively develop a next-generation geomarketing system
- It had to deliver improved user benefits
- New GIS functionality had to be incorporated.

#### THE SOLUTION

- MicromarketerG3, delivered in record time.
- Powerful ArcGIS tools for visualisation and analysis
- Integration with data retrieval system to enable flexible data configuration.

#### THE BENEFITS

- Improved visualisation of data.
- Enhanced data analysis and system functionality.
- Full integration with Experian's business and consumer data.
- Seamless access to reliable GIS data on a global basis.
- Streamlined business processes.
- Increased business efficiency.
- Reduced delivery time and costs.

## Benefits

By incorporating ArcGIS software with accurate and reliable geographic data, Experian reduced the costs and time spent developing its next generation geomarketing solution, MicroMarketerG3.

Since implementing the solution, both Experian and its customers have reported significant improvements in business performance, including improved visualisation of consumer and business information, better sharing, enhanced data analysis and reporting, and increased accuracy in business decision-making.

Underpinned by a single data repository and a powerful data retrieval engine, Experian's MicromarketerG3 has enabled end-users to streamline business processes and delivered increased business efficiency.

## About Experian

Experian is a global leader in providing information, analytical and marketing services to organisations and consumers to help manage the risk and reward of commercial and financial decisions. Combining its unique information tools and deep understanding of individuals, markets and economies, Experian partners with organisations around the world to establish and strengthen customer relationships and provide their businesses with competitive advantage. For consumers, Experian delivers critical information that enables them to make financial and purchasing decisions with greater control and confidence. Clients include organisations from financial services, retail and catalogue, telecommunications, utilities, media, insurance, automotive, leisure, e-commerce, manufacturing, property and government sectors.

Experian Group Limited is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. It has corporate headquarters in Dublin, Ireland, and operational headquarters in Costa Mesa, California and Nottingham, UK. Experian employs around 15,500 people in 36 countries worldwide, supporting clients in more than 65 countries. Annual sales are in excess of \$3.8 billion (£1.9 billion/€2.8 billion). For more information, visit the Group's website on [www.experiangroup.com](http://www.experiangroup.com).

## About ESRI (UK)

ESRI (UK) is part of the global ESRI network. With the single, largest pool of GIS expertise in the UK, the company is the technical authority on GIS. ESRI (UK) provides solutions, technology and services including off the shelf applications built on the ArcGIS software suite and an extensive range of consulting and training services.

Its offerings meet a range of business needs in different markets including Business, Local & Central Government, Public Safety, Utilities and Telecommunications, as well as catering for system integrators and application developers through the ESRI Developer Network.

ESRI (UK) helps businesses become more profitable and public service more efficient through the better use of geographic information. The ability to understand customers' needs and harness the power of GIS for the long-term benefit of organisations is what we call Visionary Thinking. [www.esriuk.com](http://www.esriuk.com)

## About NAVTEQ

NAVTEQ is a leading provider of comprehensive digital map information for automotive navigation systems, mobile navigation devices, Internet-based mapping applications, and government and business solutions. NAVTEQ creates the digital maps and map content that power navigation and location-based services solutions around the world. The Chicago-based company was founded in 1985 and has approximately 3,100 employees located in 167 offices in 31 countries. Its European headquarters are in Veldhoven, Netherlands. For more information, visit [www.navteq.com](http://www.navteq.com).

## How NAVTEQ helped?

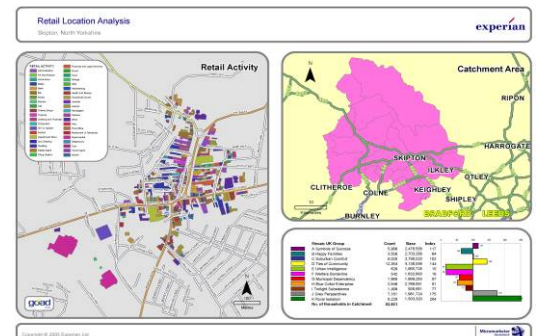
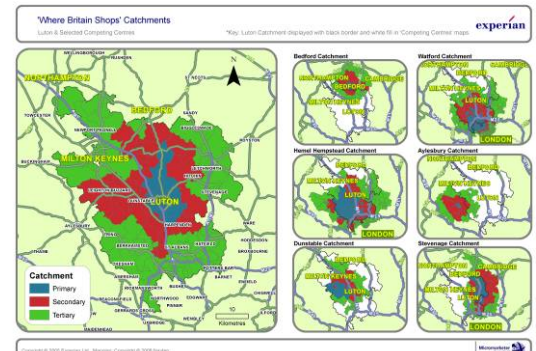
The solution took advantage of NAVTEQ street-level mapping, which is noted for.

- **Comprehensiveness and quality of its data.**
- **High accuracy and reliability.**
- **Maintenance – a team of 600 field engineers maintains and verifies data every day.**

*"The latest version of Micromarketer has proved enormously popular with our customers. Marketing professionals have praised the power of Micromarketer's new mapping engine and have welcomed the improvements to geographical analysis and reporting made possible through the use of ESRI technology and Navteq digital cartography"*

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## NAVTEQ CONTACTS

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