

Peugeot drives down dealer network costs with MapMechanics powerful GIS and quality NAVTEQ maps



Peugeot has streamlined its UK dealer catchment planning and improved dealers' targeting of customers and their performance analysis with MapMechanics' Geographic Information System (GIS) and map data from NAVTEQ.

Challenge

Peugeot's network development department looks after a network of around 300 franchised sales outlets around the UK as well as 40 repair-only operations.

The car company wanted more flexibility in the way it presented and analysed data from its own gravity modeling software, which monitors the extent of its coverage and dealer catchments and identifies holes in the network.

Another challenge was to streamline the monthly sales reports for each dealer – a huge task given the network's size – and give the results more visual impact.

Solution

MapMechanics has supplied Peugeot with GeoConcept Expert, the powerful PC-based GIS, plus comprehensive NAVTEQ vector digital map data, which is verified in the field. It also has ITIS road speeds, which apply real-world speeds to every road segment, drawing on readings gathered from GPS-tracked vehicles.

As a result, Peugeot can model drive times to each franchised outlet and establish each location's attractiveness. The information is gathered with historical sales data and demographics from Acorn, as well as key factors such as each outlet's branding, visibility and accessibility.



THE CHALLENGE

- Improve dealer catchment planning
- Make data analysis more flexible
- Improve monitoring of network
- Streamline reporting of monthly sales figures.
- Give results more visual impact

THE SOLUTION

- GeoConcept Expert – the PC-based GIS from MapMechanics
- Combined with reliable NAVTEQ street maps and,
- ITIS road speeds

THE BENEFITS

- Drive times can be modelled to each outlet
- Data can be merged with sales information and demographics to give a detailed picture.
- Over or under provision can easily be identified.
- Smoother production of monthly sales reports.
- Savings in time and costs.
- Improved accuracy.

Benefits

Peugeot has gained a detailed picture of its franchise network related to past sales and market potential, which GeoConcept can present thematically onscreen and in print. So it can identify network over- and under-provision, resolve overlaps between catchments, plan new franchise locations and target advertising and promotion locally and nationally.

The new system of automated monthly sales reports is much improved. A GeoConcept Visual Basic development kit has enabled Peugeot to build a bespoke utility that automates the creation and distribution of maps per month showing each territory's catchment overlaid with sales for the area.

NAVTEQ maps are also essential in GeoConcept's solution for monitoring and evaluating competitors' sales using data within the motor industry to plot sales down to postcode sector level. "The new system saves a lot of time and is much more accurate," said Andrew Bury, franchise network planning manager.

He added that the maps gain more impact thanks to GeoConcept's ability to display its 15 main competitors' logos automatically against sales locations.

GeoConcept's intuitive approach made it easy to get to grips with, he said, and MapMechanics' induction course was very useful.

About MapMechanics

MapMechanics meets customer requirements by evaluating data and software globally and offering the most suitable solutions for each application, as well as consultancy, bespoke development, training and technical support. It's the British distributor of The MicroAnalytics' TruckStops routing and scheduling solution and the entire suite of GeoConcept GIS systems for desktop, pocket PC and the web. It also publishes a comprehensive data catalogue online and on paper.

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.

How NAVTEQ helped?

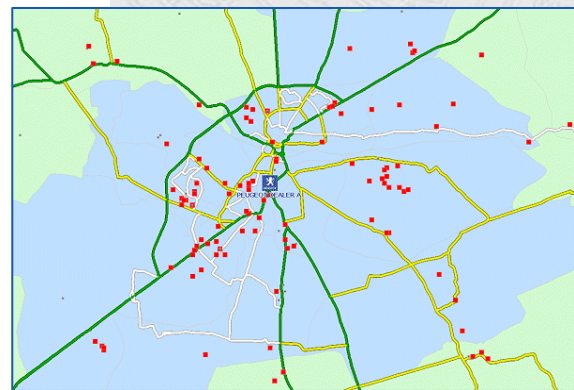
Digital vector mapping data from NAVTEQ is a key component in MapMechanics' GeoConcept. It achieves:

- Accurate and precise positioning thanks to continual updates in the field.
- Robustness.
- Data quality and comprehensiveness.

"[The system] has brought a vast improvement in usability over systems we were using before."

Andrew Bury

Franchise network planning manager, Peugeot



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