



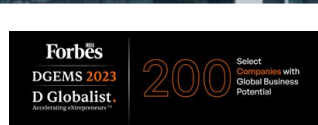
Applying Location Intelligence



Google Cloud  
Partner

# Location Intelligent Site Selection Strategy

Branches | Stores | Warehouses | Distributors



# Challenges Addressed by Dista's Location Intelligence Solution

## Tap into Potential of Existing Markets

Setup new branches in existing areas or existing site relocation

## Capture New Markets

Setup new site/branch based on leads, revenue, competitor presence etc

## Optimizing Current Operations

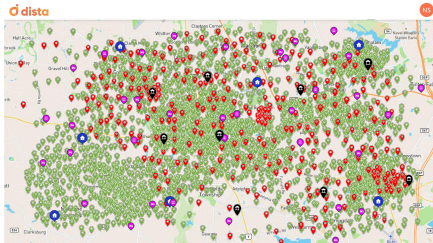
Maximize coverage of current branch or shut down low performance branches



# Applying Location Intelligence for Site Selection & Market Expansion

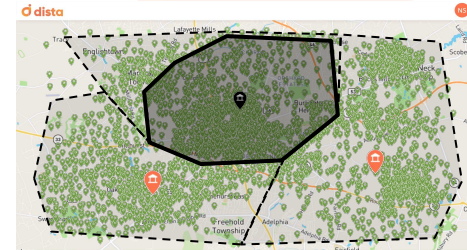
## Visualize (Monitor)

1. Identify business trends with historical data
2. Visualize coverage of current operations
3. Identify missed opportunities and market potential



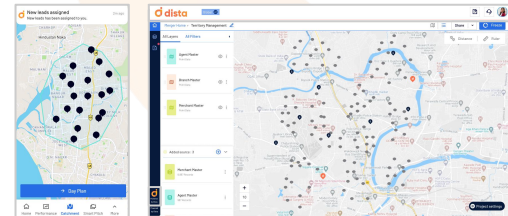
## Strategize [Plan]

1. System recommended new site strategy
2. Define catchment area and micromarket mapping
3. Design new clusters to cover hotspots for business growth with 20+ business parameters



## Operationalize [Execute]

1. Finalize new sites/pods/clusters for expanded operations
2. Live performance web dashboard and lead actioning status
3. Mobile app with smart beat plans, priority prospecting for field reps



# Samples of Parameters handled for Site Selection & Market Expansion

1. Existing branch to customer ratio	7. POI data - presence of Local Stores, Hospitals, Pharmacies, High income residences, ATMs, Private and public corporations, real estate pricing
2. Lead handling capacity of each branch e.g. 500 leads handled by each branch	8. Pincode or Zipcode mapping
3. Revenue handling capacity of each branch e.g. 2M per branch in tier 2 city and 5M in tier 1 city	
4. Radius of catchment area ~ 2-3 km	
5. Competitor density in a region	
6. Census data and impact on purchasing power depending on socio-economic population influence	



## Visualize Historical Data

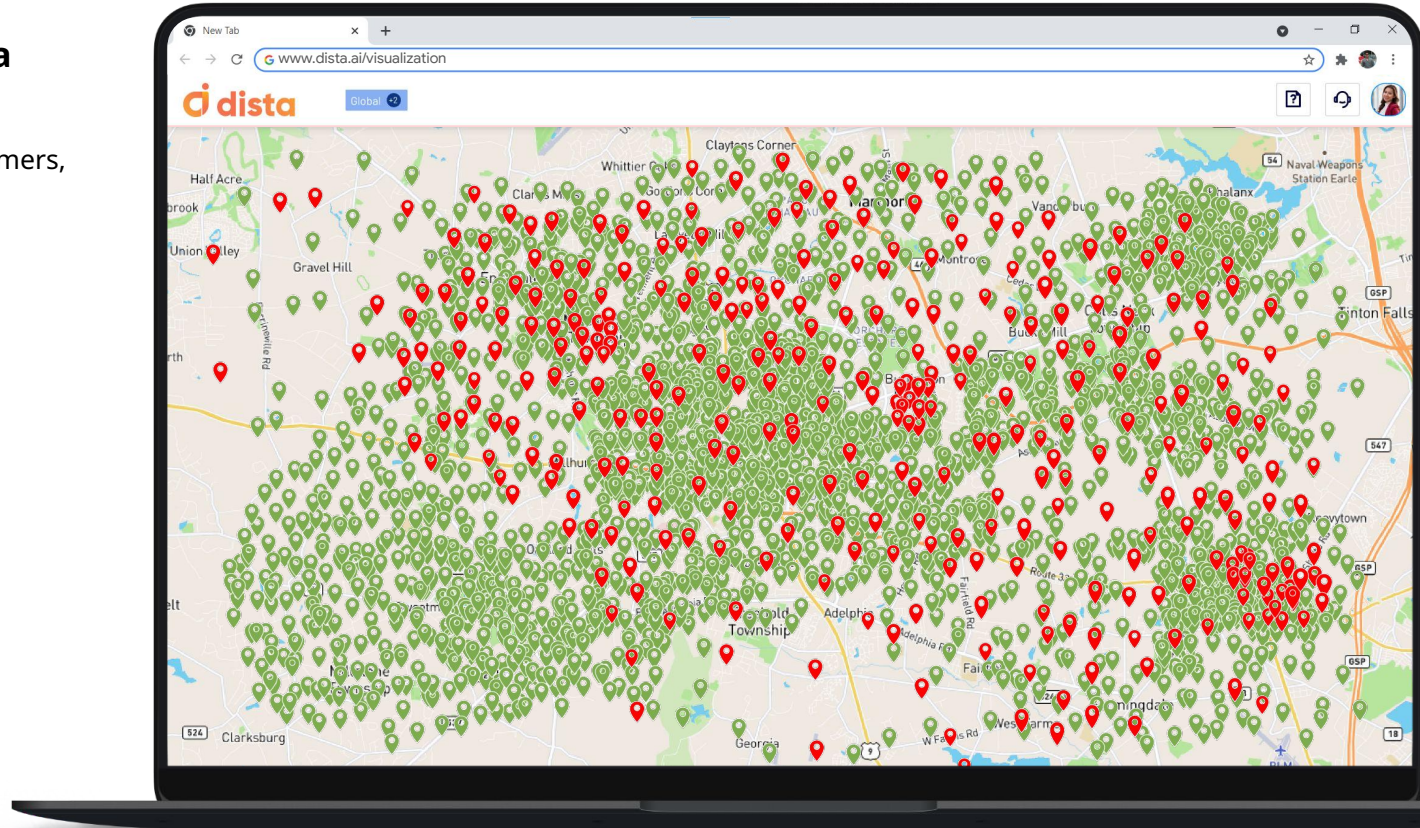
Understand localized trends by visualizing historical data - customers, prospects, and leads.



Customers



Leads/  
Prospects



## Multilayer Geodata

Visualize current market spread by overlapping visual data layers of current branch, competitors, field reps, POI, and more.



Customers



Leads/  
Prospects



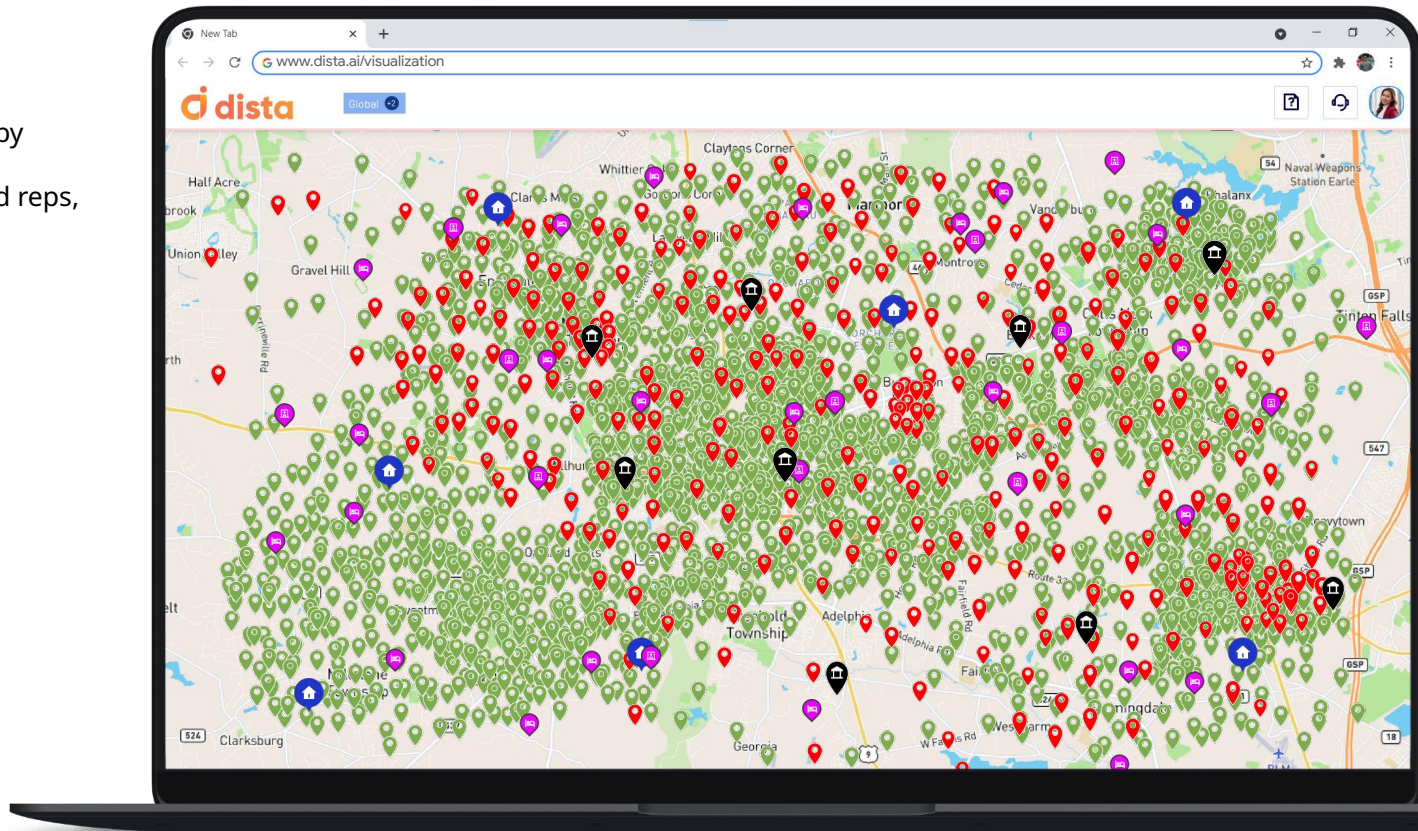
Branches/Outlets/  
Stores/Warehouses



Competition



POI Data





## New site selection and redesign catchment area

- Identify sites for new branches and maximize existing catchment area
- System recommended branches aim to cover 95% leads by each branch and field reps enabling them to capture all business opportunities within 2-5 km (3mi) radius



Leads/  
Prospects



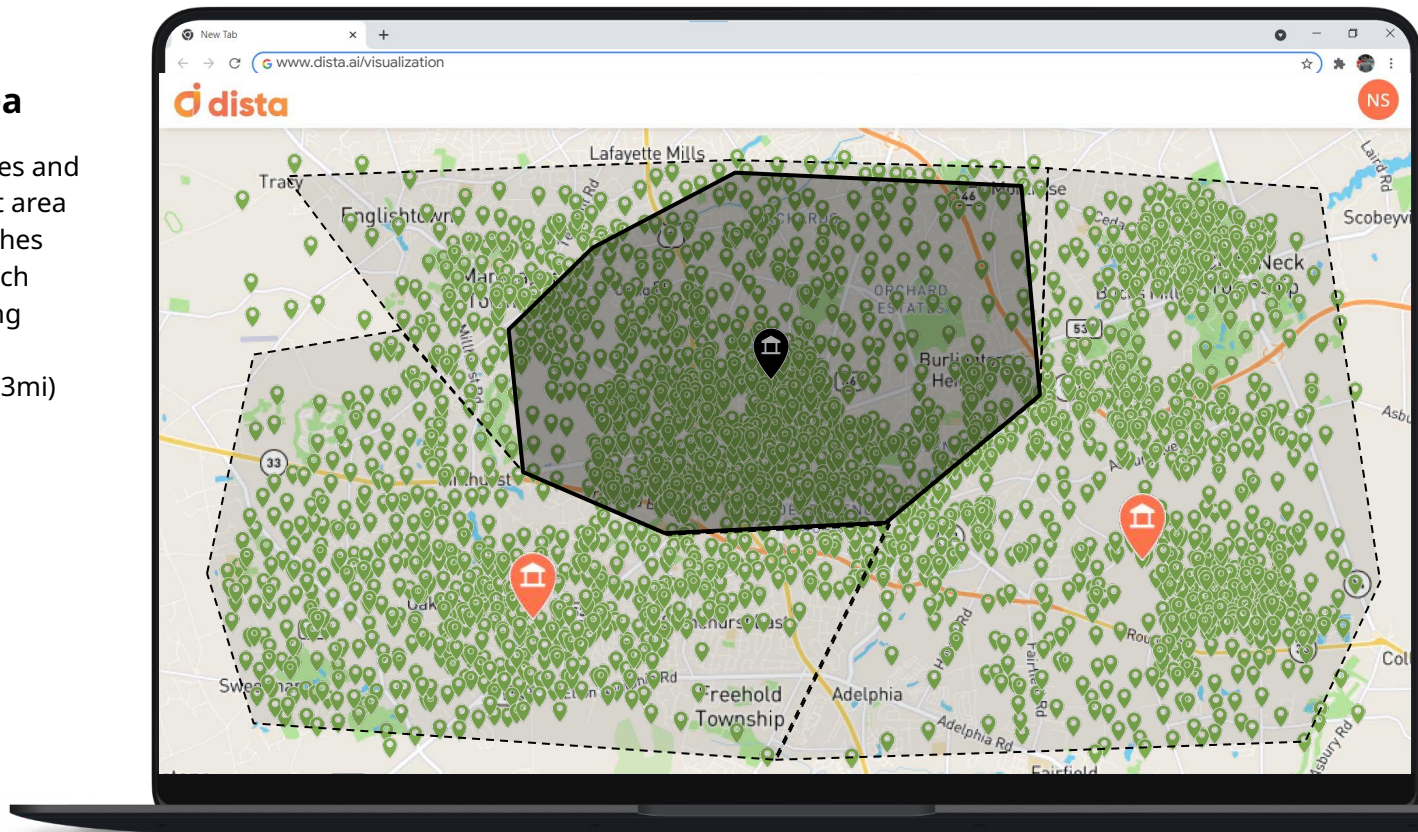
Dista  
Recommended  
Branch



Existing  
Serviceable Area





Recommended  
Serviceable Area





## Existing Site Relocation & Branch Optimization

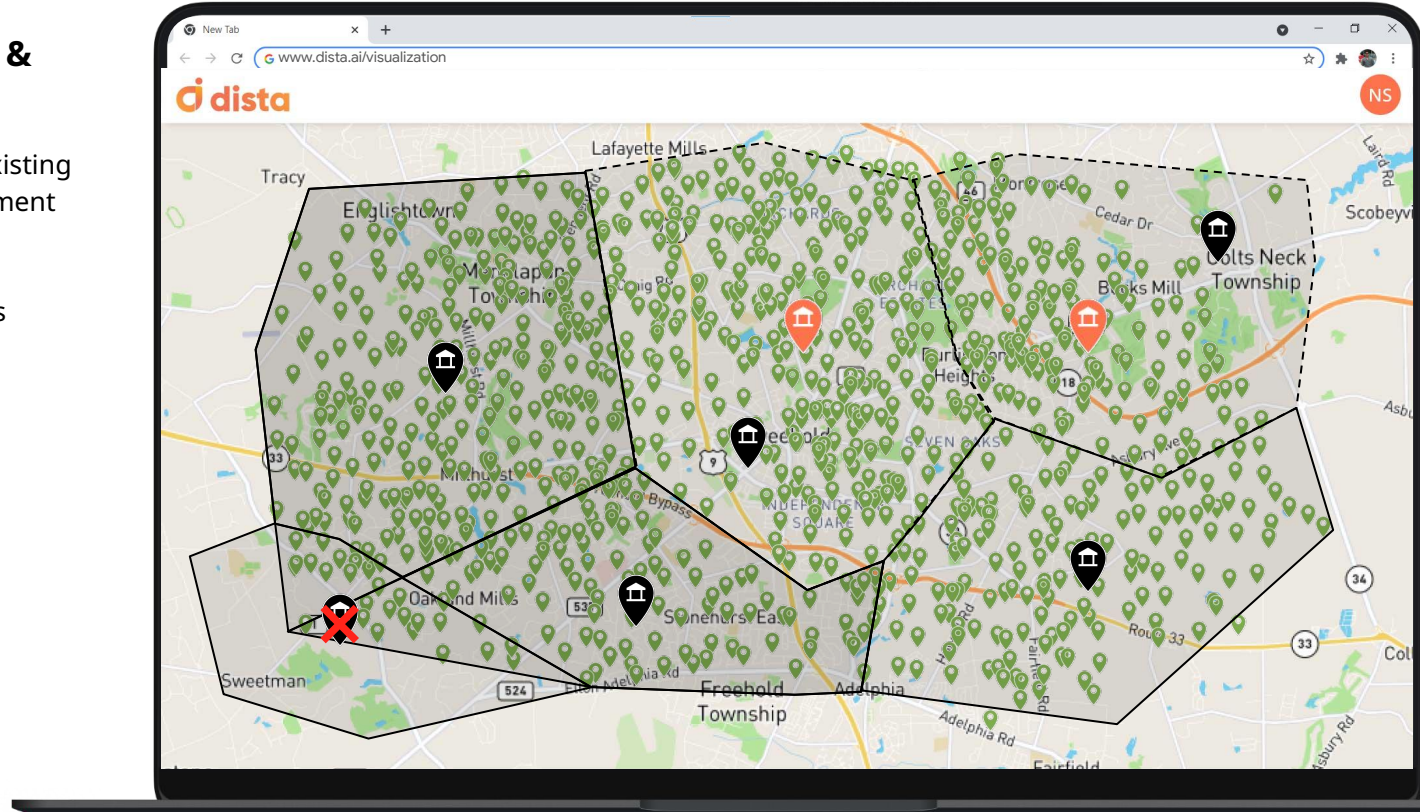
- Identify gaps and relocate existing branches to maximize catchment area
- Shut down operations of low traffic/performance/business branches and sites

 Branches/Outlets/  
Stores/Warehouses

 Leads/  
Prospects

 Dista  
Recommended  
Branch

 Recommended  
Serviceable Area






Visualize


Strategize


Operationalize


## Run Real-time Simulations

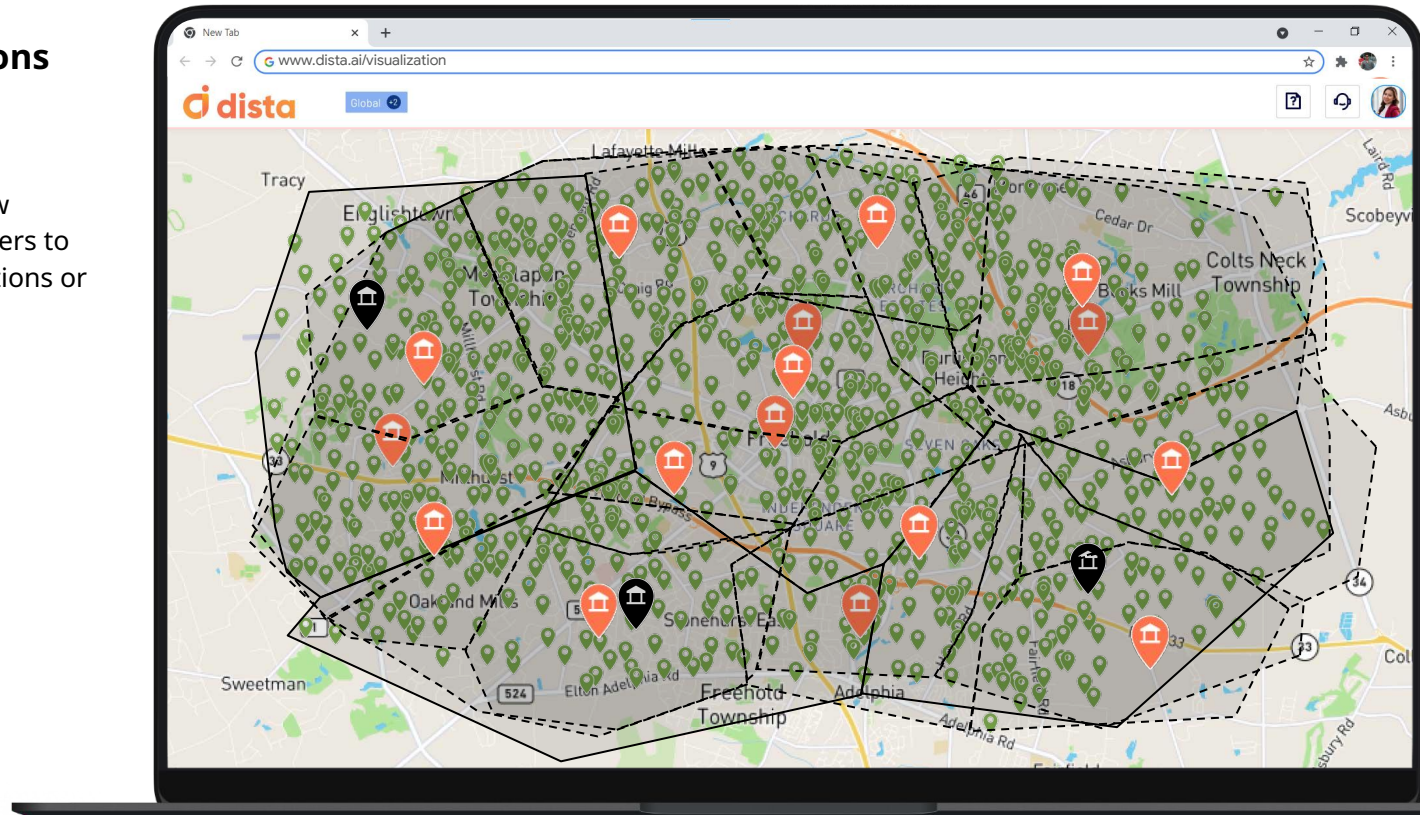
- Run simulations to optimize coverage and capacity of new business e.g. tweak parameters to get 5 new probable site locations or 20

 Branches/Outlets/  
Stores/Warehouses

 Leads/  
Prospects

 Dista  
Recommended  
Branch

 Recommended  
Serviceable Area



## Micro Market Mapping

- Cover market gaps based on micro-market mapping, identify new hotspots, and tap into potential customers
- New catchment areas of these system recommended branches take into account 20+ business parameters
- Refer table on slide 4 for more parameters



Dista  
Recommended  
Branch



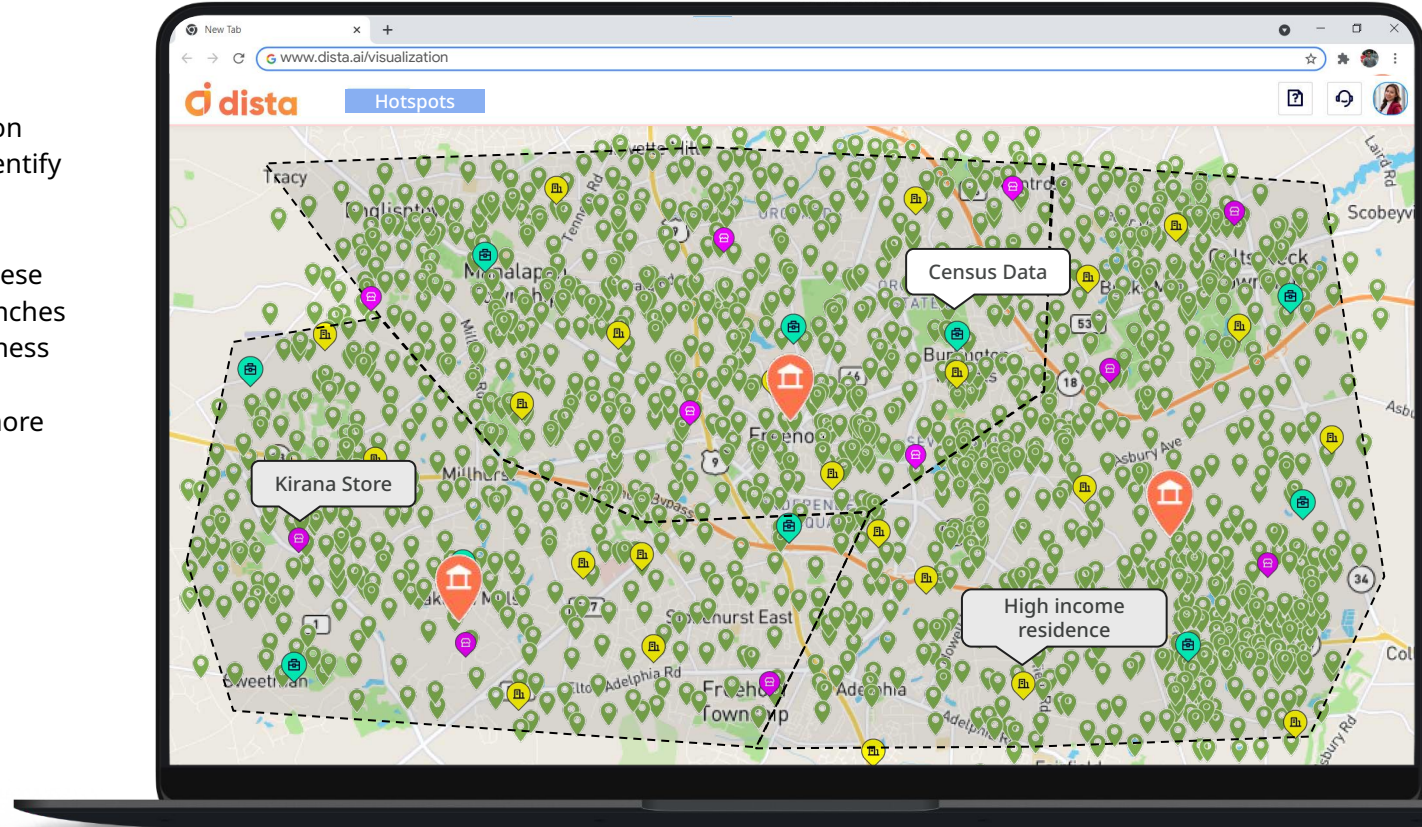
Kirana Stores



Residences

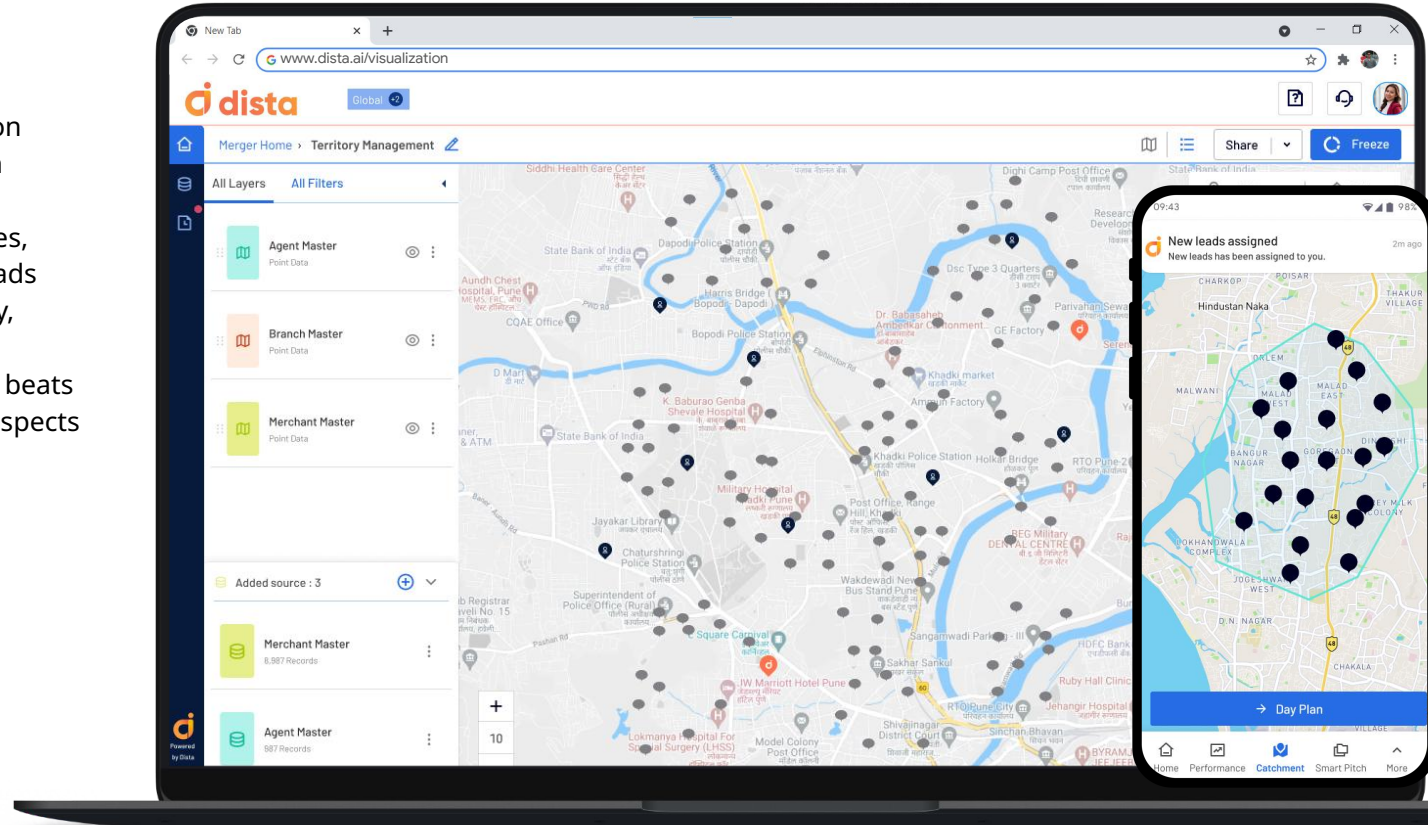


Census Data



## See it in Action

- Freeze the new site selection strategy and integrate with current systems
- Assign reps to new branches, catchment areas or new leads based on proximity, priority, capacity, availability etc
- Dista recommended smart beats for reps to include new prospects in their current visit plan





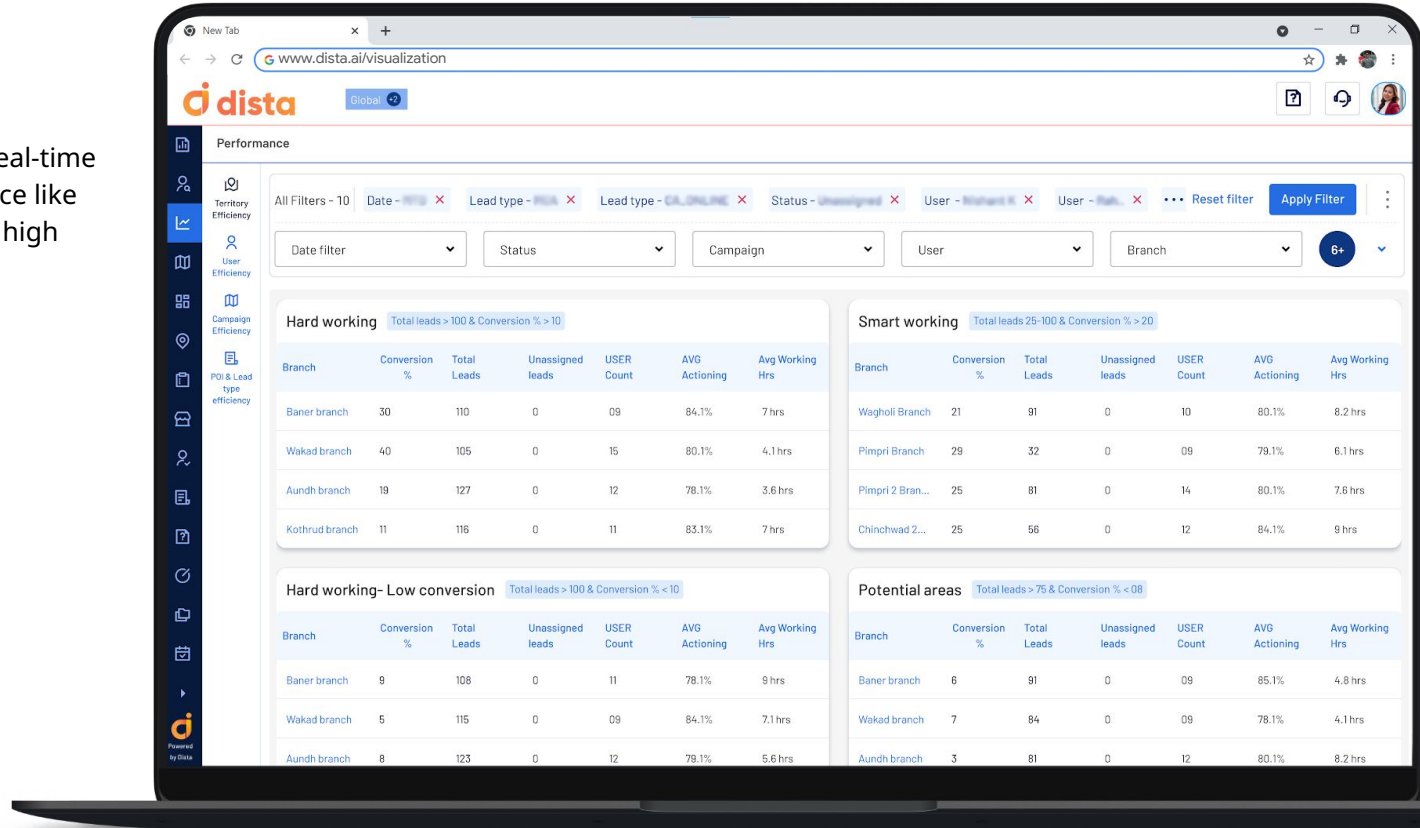
Visualize

Strategize

Operationalize

## Real-time Performance Monitoring of all Sites

Performance dashboard offers real-time insights into territory performance like high volume, high performance, high volume, low performance etc



# Functional Advantages



**Bring Your Own Data**



**3rd Party Data**



**Google Maps Data**



**Multi-Layer Data  
Visualization**

(POI, Competitor, Census,  
Pincode, Delinquency Data  
and more)



**20+ Business  
Constraints Handled**



**Self-help Model**



Google Cloud  
Partner

# Thank You!

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