



Profitable Franchise Territories

Superior software to create superior franchise territories

With many franchises looking to expand, banks will choose the best business models to finance, and potential franchise buyers will be attracted to franchisors who offer the best opportunity to operate a profitable business.

Your franchise territories can achieve better market coverage and greater profitability with ProAlign territory alignment software.

ProAlign offers a comprehensive feature set and the backing of experts in software development and territory management. With ProAlign, you can quickly determine how and where your franchise territories should be allocated, so that you can:

- Cover the market while closing all gaps
- Match coverage to market opportunity
- Rapidly respond to market changes
- Provide franchisees with exclusive territories designed to maximize profitability

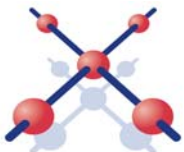
With ProAlign you can create, map, and balance franchise territories. Whether you balance territories based on the number of potential customers, population, demographics, sales volume or other available data, the key benefit is that balanced territories perform better.

Fits Your Franchise Operation

With ProAlign, you can map franchise locations, customers, prospects, competitors and any other data relevant to your franchise business. You can realign existing territories or make new ones.

ProAlign's key functions will help you work productively and get the results you expect:

- A dashboard-style interface provides a step-by-step alignment process and access to maps, tables, and graphs of your territory data and variables. You can select and edit data in any view as you perform different alignment scenarios.
- You can specify multiple levels of hierarchy in your organization such as franchise territories, regions, and districts. ProAlign provides aggregated summaries of your data at each hierarchy. It also allows you to create and export various reports and maps that communicate your new territories with franchisees.



**MAPPING
ANALYTICS**

Project Management & Consulting

- Customer Profiling
- Market Potential Analysis
- Trade Area Development
- Site Selection
- Sales Territory Design
- Demographic Analysis

Geographic & Production Services

- Geocoding
- Map Production
- Database Development
- Database Acquisition
- Large-size Map Printing

Software & Data

- Mapping Software
- Custom Applications
- Demographics & Analytical Data
- Street and Boundary Data

Built on Leading Mapping Platform
ProAlign is the only territory alignment solution built on ESRI ArcGIS, the leading geographic mapping software in the world. ArcGIS provides the tools to map and visualize customer and territory data, and ProAlign allows franchisors to quickly and easily create, align, and realign territories.

Align or Optimize Territories
ProAlign's optional Territory Optimizer automatically creates balanced territories for you. You can choose to optimize territories by geographic size or the number of territories.

Automatic optimization not only saves hours of time, it ensures that territories are optimally balanced. It also provides a tool for testing alternative market coverage scenarios without impacting current alignments or deploying actual resources.

ProAlign can recommend how many territories you need or can optimize across a specific number of territories that you input.

Use Demographics in Territory Development

Demographics of a market area play a key role in determining the size, shape and location of a franchise territory or trade area.

Mapping Analytics offers a unique tool, called MapBridge®, which works with ProAlign and performs lightning fast demographic analysis. It provides maps and reports of any franchise market. The result: you make better territory allocation decisions.

Expertise Behind the Tool

While we believe our software is superior to any other on the market, you can also benefit from working with our analysts to help you efficiently and effectively complete your franchise territory development.

Because territory development is something we perform on a daily basis, when you work with Mapping Analytics you gain more than just a software solution. You gain access to highly skilled analysts and territory development experts who are committed to your success.

ProAlign gives you answers to challenging questions: How many franchise territories? How big or how small? Where are they located? Getting the right answer to these territory questions is a big factor in determining the overall success or failure of a franchise business.

