

Urban Science

Powering retail performance for 30 years

Marketers today are facing relentless pressure to increase profits, maximize return on assets and continually optimize complex sales channels. In this constant search for growth, companies are looking to new products, expansion of geographic reach, and mergers and acquisitions. The fact is, however, these companies can realize significant additional growth by simply viewing existing markets and channels through a fresh set of eyes. This is exactly where Urban Science enters the picture.

Detroit-based consulting firm Urban Science has been offering its innovative perspective to its international clientele for 30 years. With 12 offices around the world — including a newly opened post in Beijing — Urban Science helps its clients make the most of marketing opportunities through state-of-the-art retail channel management solutions and consulting expertise.

Urban Science was founded in 1977 by James A. Anderson, a civil engineer working at the Center for Urban Studies at Wayne State University in Detroit. Anderson pioneered a number of innovative computer-generated mapping solu-

tions including a software program that enabled General Motors' Cadillac Motor Division to electronically map luxury car buyers in its Chicago region.

From its initial successes, Urban Science grew into a company that uses unique scientific analysis to empower its clients with information and insight. At the same time, Urban Science expanded throughout the United States and then globally, as multinational clients sought its expertise.

"We use real-world experience and advanced scientific market analysis techniques to uncover insights into channel performance that have real business-building impact," Anderson explains. "This strategy builds long-term relationships with our clients. As channel optimization consultants, we have worked with the world's top corporations for 30 years. Our techniques uncover opportunity.

"By incorporating sophisticated scientific problem-solving methodologies, we can see and do things that others can't. Today, Urban Science is sharing this ability in such industries as automotive, financial services, retailing and direct marketing."

Urban Science offers an integrated solu-

tions program to help companies achieve maximum performance from the retail network to the individual retail site, all the way to the customer. Retail Network Solutions builds a foundation for creating the most efficient retail network possible. Site Solutions analyzes the performance of each retail site and measures the potential sales opportunity for each market area. Customer Solutions increases return on marketing investment by helping clients improve customer acquisition, development and loyalty programs.

Developing a solid retail network plan

In retail marketing, proper planning is vital to business success; Retail Network Solutions from Urban Science helps clients achieve their potential. Based on a client's strategic goals, Urban Science analyzes retail networks to determine the correct number and locations of retail outlets, and measures performance of existing outlets to provide a clear picture of the strengths and weaknesses of retail sales channels.

"A marketer can maximize success by identifying opportunities and developing network plans," says Mitch Phillips, global director for network analysis at Urban Science. "Typically, today's retail networks operate at only 60 to 80 percent efficiency, so a marketer that executes flawless retail network planning has room to gain a considerable advantage."

Urban Science processes keep retail networks market-aligned and competitively strong. These processes are embedded in Ni2 — a powerful network performance



Jim Anderson, Urban Science founder and president, makes a toast in celebration of the company's Beijing office grand opening in April 2005 at the Kempinski Hotel in Beijing. Establishing a presence as a supplier in China's fast-growing automotive market was a natural progression for Urban Science, a company that has been assisting its global automotive clientele with dealer network management since 1977.

manager that enables users to organize and analyze key market data in relation to their retail networks. Ni2 — which converts data into practical information viewable as maps, charts and reports — is an ideal complement to the analytical and planning strengths of Urban Science consultants.

Maximizing retail site performance

Urban Science Site Solutions determine optimal results for each retail site in the network, enabling a measurement of sales and service performance against pre-defined standards and targets. Urban Science also designs, develops and implements custom applications that allow efficient monitoring and management of retail site performance.

In addition to establishing measurable standards, Urban Science closed-loop solutions determine where and how improvements can be made. Advanced scientific processes embedded in Urban Science's Si2 application allow all sales-channel stakeholders to access, analyze and apply key network and site business information in a timely, intuitive manner.

Turning shoppers into buyers

Urban Science Customer Solutions turn shoppers into buyers by evaluating, targeting

and engaging consumers to increase marketing and customer-relationship management results. Along with GainSmarts®, Urban Science's award-winning data mining tool, professional expertise and domain knowledge is applied to support programs that improve customer acquisition, development and retention. Urban Science customer solutions include lead management, lifetime value modeling and loyalty management.

Lead management, a key success factor in business, can be applied to most industries. Jupiter Research estimates that 22 percent of all automotive sales in 2004 were generated from the Web — a number that is forecasted to grow.

"It is important to identify, understand and take relevant action immediately, as soon as the consumer states an interest," says Jack Bowen, Urban Science chief marketing officer. "It usually amazes our clients, but research has shown that 40 percent to 60 percent of Internet shoppers who submitted a lead to automobile brands were not followed up properly by the retailers."

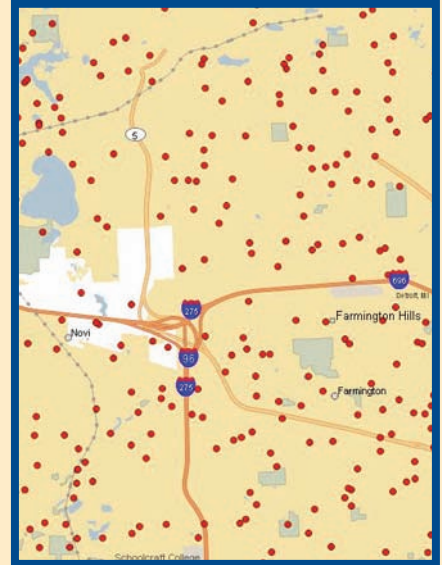
Lead management solutions collect, enhance, process, score, recommend and facilitate follow-up and report upon the close rate of leads. Leads originate from multiple sources such as Web sites, direct mail, third-party providers, events and call centers. Businesses can implement sophisticated marketing strategies to attract potential customers, whether at the shopping mall, over the Internet or in person on the retail floor.

While every customer is valuable, some are more valuable than others. Urban Science helps management identify and target high-value customers, while monitoring response and conversion rates, thus maximizing results from marketing programs.

New partnership broadens services

In March 2006, Urban Science strengthened its ability to analyze the performance and quality of its clients' sales and service networks by joining forces with Webfair AG, one of Europe's leading suppliers of automotive sales and service quality management systems.

Based in Munich, Germany, Webfair is known for its Internet-based AssessNet program that automates the evaluation,



An example of a map generated by Ni2, a powerful application developed by Urban Science that enables users to organize and analyze key market data in relation to their retail networks.

assessment and auditing of compliance with manufacturer standards across international dealer networks.

"Combining Webfair's dealer monitoring and assessment capabilities with Urban Science's network planning expertise will give our customers in all of our global markets even better information on which to base critical retail decisions," Anderson says.

Urban Science philosophy

Through a unique integration of network, site and customer solutions, Urban Science's fresh perspective gives its clients a distinct edge in the marketplace. By viewing their retail sales channels through a new set of eyes — driven by real-world experience — clients can achieve critical competitive, cost and customer relationship advantages.

"Since the beginning, a single goal has unified our efforts," Anderson says. "We want to be recognized by our clients as the best in the world at what we do."

Urban Science locations

With 12 offices around the world, Urban Science clients benefit from its international presence and scope. Locations include:

- ❖ Detroit (world headquarters)
- ❖ Long Beach, Calif.
- ❖ Mount Waverly, Australia
- ❖ Beijing, China
- ❖ Frankfurt, Germany
- ❖ Rome, Italy
- ❖ Tokyo, Japan
- ❖ Mexico City, Mexico
- ❖ Madrid, Spain
- ❖ Chertsey, United Kingdom
- ❖ Paris, France
- ❖ Munich, Germany



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