

Media Release

For Immediate Release

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***Tactician Online* Goes with the Territory**

Many successful organisations, such as Subway and Toys 'R Us, now use geographic criteria to take the guesswork out of operational and strategic decisions.

Tactician Online new release is now available! A powerful set of location based decision making tools allowing users to look at a map and actually see where their marketing and sales potential lies.

Identifying the geographic make-up, lifestyles and consumer buying behaviours within market areas is made easy through *Tactician Online*.

Tactician Online is used by businesses – large and small - to **analyse site potential** and performance for the purposes of **location selection** and **territory management**.

Generate reports and maps based on:

- Location demographic
- Consumer spending
- Organisations business data

Drill down and analyse to:

- Discover new retail locations
- Manage existing sales territories
- Identify and segment target markets

Using existing sales figures organisations can compare the demographic potential of their markets against their actual performance. *Tactician Online* even allows organisations to evaluate competitor's markets!

Easy to use and learn, online application-based wizards simplify the complete location intelligence and analysis process. Find out more [today](#).

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