



SnapSite

Demographic Analysis Made Simple

Applied Geographic Solutions is pleased to announce that the software that is supplied to its resellers, Snap, has been replaced by a new platform called **SnapSite**. **SnapSite** offers resellers a wide range of tools for using and analyzing AGS data. (*See reverse for full list and sample graphics*)

In addition, **SnapSite** simplifies reporting for small and medium size resellers by transmitting job information to AGS for processing and invoicing.

SnapSite is available as an end user product with a wide range of options related to both licensed databases and licensed applications.

Future releases will include embedded thematic mapping, exporting of cartography, a statistical analysis suite, and spatial modeling tools including both analog and spatial interaction based site models.

Coming later this year:

We are proud to be adding mapping functions later this year, truly making **SnapSite** a “Consultant-in-a-box!”

Attention Resellers:

This versatile software can be sold to end users! For more information call 877.994.4AGS or email: holly@appliedgeographic.com



Powering Smarter Market Decisions™

www.appliedgeographic.com



SnapSite

SnapSite Tools and Graphics

Database Creation

- Output dBase or comma delimited ASCII files for any level of geography
- Site database processing, creating databases with radius or drive time demographics
- Batch or interactive modes
- Demographic appending to geocoded files

Site Reports

- Over twenty reports available depending on database licensing
- Flexible benchmarks
- Radius, drive time, and custom geographic areas
- Site maps with road network, terrain, or satellite imagery

Mosaic Segmentation Analysis

- Mosaic profile reports and charts
- Market potential indexes
- Profile ranking reports
- Mosaic coding of external databases at the ZIP+4 level and higher
- Custom segmentation systems

Analysis and Statistics

- AreaRank which scores geographic areas using up to six variables
- Distance decay analysis
- Site Signature analysis (comparing a site to a target)
- Summary statistics and correlation matrices
- Multivariate statistics (multiple regression, k-means clustering, principal components analysis)
- Histograms and scatter plots

Licensing

- Flexible licensing of databases and functionality
- Freeway drive time and AST Locator (geocoding) modules

