



*Gain Every Business Advantage*

*Join the AGS*

*Partner Advantage Program*

*Gain a Competitive Edge.  
Not Another Competitor.*

- Superior Quality Data and Products
- Fast and Flexible Data Access
- Exceptional Support and Service
- Attractive Royalty Rates

**AGS**  
PARTNER ADVANTAGE



# Looking for a Competitive Edge - Not Another Competitor?

If you buy and sell data, AGS has one simple question: What are you getting from your data supplier besides data? Our research shows that when companies and resellers use the majority of today's data providers, they do not get the support and service necessary to help them truly maximize their business opportunities.

At AGS, our Partners receive not only superior quality demographic and marketing information, but also the highest level of service and support. AGS's pioneering business philosophy is centered around one guiding principle: Supporting our Partners with every strategic business advantage possible.

If this sounds like the way you would like to do business, then we'd like to introduce you to the AGS Partner Advantage Program. It is the only reseller program in the industry that puts you

first by giving you these strategic business advantages:

- Easy and rapid access to the precise databases you need, when you need them.
- An unprecedented level of responsive service and support from industry veterans.
- An unbeatable fair-market value.
- The best royalty rates in the industry.

This all adds up to a unique opportunity to expand your business, increase your bottom line, and grow your profits. And this is why a rapidly growing number of today's data resellers are making the smarter data provider decision. They're choosing the AGS Partner Advantage Program.

If you're ready for a data provider who will treat you like a true Partner—and give you a competitive advantage, not another competitor—choose AGS.

*If you're ready for a data provider who will treat you like a true Partner—and give you a competitive advantage, not another competitor—choose AGS.*

## AGS Databases and Products

AGS delivers an extensive range of the highest quality demographic data products, lifestyle segmentation system, and drive time software—all from one source. All databases are derived from superior source data and the most sophisticated, refined, and proven methodologies. Plus, unlike other providers' databases, which are frequently available only at county or zip code levels, the majority of AGS data is available down to block group levels.

- **Census Demographics.** Covering 1970, 1980, 1990 and 2000 Census.
- **Estimates and Projections.** Hundreds of variables for current year estimates, 5-, and 10-year projections, covering population, households, income, labor force, and dwellings.
- **Consumer Expenditures (CEX).** Current and projected expenditure estimates of market demand for over 400 categories.
- **Consumer Behavior.** Preferences and activities of households in every U.S. block group, with nearly 1000 variables.
- **BusinessCounts Daytime Population.** Vital daytime information including detailed employment, establishment, retail sales, payroll information and daytime occupations.
- **Assets and Debts.** Estimates of disposable income, asset ownership and value, debt by type, and net worth.
- **CrimeRisk.** Relative risk of specific crime types based on extensive analysis of crime statistics.
- **WeatherRisk and QuakeRisk.** Neighborhood level hazard indexes for earthquake and severe weather hazards.
- **HealthCounts.** Current year estimates and 5-year projections of healthcare service demand for MDC and DRG classifications.
- **Puerto Rico Data.** 1990 census, current year estimates, 5-, and 10-year projections, and cartographic products.

### AGS Software Product

- **Freeway Drive Time System.** The industry's premiere drive time system for the United States, Canada, and Puerto Rico.

### Lifestyle Segmentation System

MOSAIC™ is the multi-national geodemographic segmentation system from **Experian**, available in 17 countries worldwide. The US Mosaic product is built and distributed by AGS on behalf of Experian using a combination of Experian and AGS data.



# What Resellers are Saying About the AGS Partner Advantage Program



AGS's Partners include many of today's leading demographic and GIS companies. And their clients represent a multitude of the top corporations in a wide variety of market-driven industries. They all count on AGS for the highest quality data to deliver a wide variety of critical market-focused business decisions. Here is what a few of our Partners are saying about AGS.

## Sharing Business Leads

"The service side of AGS sets it far apart from all other data providers. Proof of this is the fact that AGS has sent me several business leads over the years. Every reseller complains about a lack of leads from their data providers and lives in fear of having their large customers scooped by national account managers. AGS would never compete with or cannibalize its partners. The company has the highest degree of ethics, and is extremely sensitive to and supportive of our business goals—and the value we add to its high quality market data."

—**Jim Stone**  
President, Geonomics,  
Boston, Massachusetts

## Delivering Superior Data Quality

"AGS is my first choice for demographic estimates and projections, consumer expenditures, business counts, and crime data. The compelling factors for us are AGS's accessibility, flexibility, and superior data quality. The company is easy to work with and accommodating, and offer a broad range of well-packaged data. Plus, AGS is always early-to-market with data updates. This is critical to many of my customers."

—**Don Segal**  
President, Spatial Insights  
Vienna, Virginia

## Providing an Unbeatable Value

"Not only is AGS's data at the top of the industry in terms of quality, but also the company goes miles beyond any other data provider in flexibility, value, and support. With its fast data delivery system, we can rapidly extract the exact data we need when we need it, sell it at an unbeatable value, and tap into AGS's responsive sales support system at any time. The company's superior total approach to market data delivery is long overdue in our industry."

—**Robert Welch**  
President, Synergos Technologies,  
Austin, Texas

## 7 Reasons Why AGS Partner Advantage is Today's Smarter Reseller Program

- |   |   |
|---|---|
| <p><b>S1</b> Superior Quality Geodemographic Data</p> | <p><b>Accurate and Complete Source Data and Proven Methodologies.</b> You will move quicker and with more confidence in your target markets knowing you're making the smartest business decisions possible. AGS's superior data quality is based on two primary factors: Our accurate and complete source data and our proven methodologies, which have been refined since 1985. Experian's INSOURCE™ databases are the foundation of many of our products.</p> |
| <p><b>M2</b> Maximum Market Coverage</p>              | <p><b>13,000 Individual Variables for Each Block Group in the Country.</b> You gain an expanded opportunity to meet your clients' precise market research requirements—and to expand your strategic business opportunities. AGS offers an extensive range of market analysis databases available for all standard geographic levels, including block groups, census tracts, and zip codes.</p>  |
| <p><b>A3</b> Attractive Pricing</p>                   | <p><b>Market Data at a Fair Market Value.</b> You gain a powerful way to become a value leader. While other data providers base their prices on what the market will bear, AGS leads the industry in selling data at a fair market value. This unique pricing philosophy gives you a reliable and cost-effective alternative for market analysis data.</p>  |
| <p><b>R4</b> Rapid Data Access</p>                    | <p><b>Complete Market Data Access and a Powerful Extraction Tool.</b> You gain a powerful, time-saving way to accelerate your market responsiveness and drive your competitive advantage. AGS's unique data delivery approach includes giving you most of our entire database and an intelligent extraction software tool, called SNAP.</p>   |
| <p><b>T5</b> Trustworthy No-Compete Policy</p>        | <p><b>You Gain a True Data Partner, Not Another Competitor.</b> AGS does not sell its data directly to end users. So, unlike other data providers, we will never compete with or cannibalize your business for either application or consulting sales. In fact, when end users call us, we direct them to one of our active Partners.</p>   |
| <p><b>E6</b> Exceptional Service &amp; Support</p>    | <p><b>A Wide Range of Partner Support Services.</b> You'll gain a Partner who will make your job easier, help you identify new business opportunities, and work with you to design extra product offerings.</p>   |
| <p><b>R7</b> Remarkable Royalty Rates</p>             | <p><b>The Highest Return on Your Investment.</b> With AGS as your data Partner, you will capture a much higher percent of the data sale. AGS respects the value you add to the data—and believes you should be compensated for your added value. For detailed royalty rates information, please call an AGS representative today toll-free at 1-877-944-4AGS.</p>   |

## The AGS Partner Advantage Mission

Applied Geographic Solutions is committed to delivering superior quality demographic and industry-specific data that will help our Partners move with speed, precision, and confidence to make—and help their customers make—smarter market decisions. AGS promises its Partners that it will maintain its innovative approach to market data, its high degree of ethics, and its exceptional level of customer service—to ensure them every strategic advantage in their pursuit of new market opportunities, new business, and higher profits.

To join the AGS Partner Advantage Program and to obtain a detailed Partner kit, contact us today by e-mail or at our toll-free phone number.



[www.appliedgeographic.com](http://www.appliedgeographic.com)  
[sales@appliedgeographic.com](mailto:sales@appliedgeographic.com)

**1-877-944-4AGS**  
Thousand Oaks, California