



Northwest Atlantic

Increased Efficiency—Improved Accuracy

Problem

Northwest Atlantic needed to prepare timely and accurate market analyses.

Goals

- Expedite the market research and site selection processes
- Incorporate superior data in market analyses
- Implement a reliable customer support system

Results

- Decreased production time from hours to minutes
- Increased efficiency and accuracy of the site selection process

“The biggest advantage of using ESRI data and software has been that ESRI has helped us to achieve reporting efficiencies that we could not achieve with other vendors’ products and services.”

Sharon Wilkins
Chief Administrative Officer
Northwest Atlantic

Products Used

ESRI Demographic and Data Variables
ESRI Allocate

For More Information



ESRI

call **800-292-2224**.

For more information, visit
www.esri.com.

Send e-mail inquiries to
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Based in Bellevue, Washington, Northwest Atlantic provides comprehensive real estate advisory services to retailers. For more than 14 years, Northwest Atlantic has found and secured the best locations for its retail clients. The company has 11 regional offices located throughout the United States and Canada. Costco Wholesale, Starbucks Coffee Company, Washington Mutual Bank, Rite Aid, and Jamba Juice are some of the well-known companies that contract with Northwest Atlantic for professional market research and site selection services.

The Challenge

“One of the best ways to determine a prime location is with a concept/customer profile and trade area analysis,” according to Sharon Wilkins, chief administrative officer for Northwest Atlantic. “We view real estate the same way retailers do. The first step is to understand our clients’ concept—their business and their customers. From there, we develop an understanding of the trade area in relation to the business location. We do not provide our retail clients off-the-shelf reports and maps. We are unique because we provide our clients a written market report highlighting the details of our analysis and explain why a specific location is the best selection within the prospective market.”

Preparing an accurate market analysis within a short time frame had become a critical issue for Northwest Atlantic. The internal reporting system that it used to create site selection analyses had become outdated, slow, and inefficient for its growing retail client base. Wilkins notes, “Our staff members spend a large portion of their day defining trade areas, examining demographic components, and identifying where customers and prospects live in relation to proposed sites. Running simple trade area reports took us one to two hours to process; nationwide queries took days to process; furthermore, vendor support had become unresponsive to our needs.”

Northwest Atlantic needed a new software and data solution from a reputable company that could expedite their market research and site selection process. Superior data accuracy and customer support was also needed.

The Solution

Northwest Atlantic turned to ESRI for a more efficient solution to answer its market research and reporting challenges. ESRI provided Northwest Atlantic’s regional offices with eight copies of ESRI Allocate™ data compression software to generate its demographic reports with increased efficiency, speed, and data accuracy within the prescribed budget.

As part of its retail analysis, Northwest Atlantic prepares very detailed custom reports, relying on the most up-to-date demographic variables. Says Wilkins, “Using ESRI demographics and data variables, such as retail sales, business counts, and household income, helps us to create accurate reports for our retailers so they can make the right decisions about expanding, locating, or closing redundant stores.”

Results

Allocate software and data from ESRI has allowed Northwest Atlantic to dramatically decrease production time from hours to minutes and increase the efficiency and accuracy of its site selection process. “The biggest advantage of using ESRI data and software has been that ESRI has helped us to achieve reporting efficiencies that we could not achieve with other vendors’ products and services,” says Wilkins.

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