

# MVPLUS<sup>by</sup> GMAP

Location Intelligence Software

MVPLUS is GMAP's cloud-based, interactive, world-wide mapping tool which enables users to carry out market analysis, site assessments and customer targeting.



Self-Serve Analysis  
With Your Own Data



Unlimited Map Layers &  
Data Variables



Drive Times



Batch Catchments



Multi-User Collaboration



Available Globally



Secure & Cloud-Based



Multi-Device  
Compatibility



Helpdesk & Training  
Support

## FEATURES

- **Import** and **analyse** your own or licensed data.
- **Map** your **customers**, **outlets** and **data** against street mapping, aerial or Ordnance Survey backdrops, linking to Google Street View for **desktop surveys**.
- Overlay multiple point or polygon **thematic maps** layers to explore your data.
- Save your work to pick-up later, where you left off, in **workviews**.
- Quickly and easily **create catchments** around individual outlets, or batch up your entire network, using drive time (where applicable), distance, radius or nearest rules.
- Access, sort, filter and export **licensed datasets** at multiple geographical layers.
- GMAP's additional data products can be added to MVPLUS for you to create further insight:

RetailVision

LeisureVision

CAMEO



- Overlay GMAP's **RetailVision** and **LeisureVision** Point & Destination datasets.
- **Reveal customer insights** profiling your data against geodemographic population descriptions, with TransUnion's International **CAMEO** data.
- **DVLA anonymised data set** can be incorporated into your MVPLUS analysis to show the pattern of the new car market used car market or vehicle parc.
- Find key areas of interest through **POI** data.

## APPLICATIONS

- **Understand your customers** locations and identify hotspots of potential new customers.
- Develop **site location strategies** through calculating detailed catchment statistics for current and potential site locations and exploring overlap and cannibalisation.
- Create, edit and analyse non-overlapping **sales territories** by drive time, driving distance (where applicable) or radius rules.
- Produce detailed **market report** summaries for your sites through aggregation and calculations of base data, GMAP licenced data and any imported data.
- Complete **logistical analysis** for optimisation of people and points.

## WHY MVPLUS?

- MVPLUS allows users to carry customers with helpdesk **support**.
- **Regular updates** of geographical datout **independent analysis** to **understand the spatial relationships** between their network and a and mapping layers.