Plug into a real business network

Map your future

The knowledge to grow your business

Geographical Information Systems Consultancy Team
Big business has been using GIS for years to build sophisticated insights into their customers and territories.
Exceptionally powerful data, surprisingly affordable services

Whatever business you are in, the clearer the understanding you have of your objectives, your market and your competition, the greater chance you have of making your product or service more successful.

Our expert consultants offer an incredibly dynamic, flexible and affordable way to combine a huge range of valuable information to build accurate, detailed and visually powerful geographical data.

Based at the UK’s leading business-focused university, the University of Hertfordshire, the GIS Consultancy Team provides a number of services designed to help you exploit new commercial opportunities, cut costs, save time and improve your return on investment.

What is a Geographical Information System (GIS) and how can it help my business?

GIS uses a combination of high-tech software and techniques to collect, present and understand data using maps, in turn helping you spot previously hidden trends and opportunities to grow your business with confidence.

Big business has been using GIS for years to build sophisticated insights into their customers and territories. But since April 2010, Ordnance Survey has released post code and mapping data which is giving small and medium-sized businesses the chance to use the same powerful techniques at a very affordable rate.

Many sectors can benefit from GIS and our services, including:

- **Retail**: understand sales trends and market segmentation, study potential new locations, manage deliveries and more.
- **Insurance and finance**: visualise and manage risk, plan marketing campaigns, understand customer needs and more.
- **Sales and marketing**: analyse territories, improve direct mail campaign success rates, accurately profile customers and more.
- **Media**: create powerful maps and graphics, manage advertising campaigns, carry out detailed research and more.
- **Real estate**: get accurate and detailed maps, access sophisticated market analysis, market properties and more.
- **Environment and conservation**: build precise information about land, water and wildlife in order to make important decisions about development and protection.

These are just a few of the sectors and ways in which GIS can be used. Talk to us about your business and your goals, and we will show you how our services can make a compelling difference to the way you work and your bottom line.
As part of the University we have access to the latest GIS software, technology and analysis techniques.
At your service

From creating precise digital maps to presenting and analysing huge amounts of data to strengthen your marketing, our services are easy to access and tailored to meet your needs.

Right from the start, we get to know you, your business and your objectives. We then work efficiently and flexibly, designing and implementing a service that offers tangible benefits in terms of increased efficiencies, cost savings and clearer operational planning. Take a look at what we can do...

Data capture and cleansing
As part of the University we have access to the latest GIS software, technology and analysis techniques to help you capture data in the field, create accurate digital maps and process your disparate data in a format that’s relevant. We can also help bring your current datasets – such as names and addresses – right up to date, correcting errors and ensuring your marketing is more accurate and effective.

• Customer profiling
• Data audits
• Quality data supply: maps, addresses, post codes, boundaries, demographics

Business analysis
Get a more sophisticated understanding of your customers, territories and sites. Taking your current business data and using matching demographic datasets, we can provide detailed maps that will help you improve sales, marketing and business performance, as well as highlight new areas for growth.

• Sales gap and performance analysis
• Prospect targeting for marketing campaigns

• Customer segmentation analysis
• Current transactional analysis
• Site performance and new-site analysis

Interactive GIS
Looking to do something a little different? Enhance meetings and conferences by using interactive GIS mapping presentations that highlight key data and give a dynamic display which facilitates conversations and debates.

Reporting
Having access to data is great, but what you do with it is more important. We can compile reports based on GIS data, showing detailed analysis of the viability of current or potential projects.

Printing
Get high-quality, uniquely designed printed maps to any size you require. Ideal for making an impact at pitches, meetings and conferences.

Consultancy
For companies looking to embark on large projects, our experts can help advise you on the best course of action and provide proposals, showing clear benefits to your stakeholders.
Find out more!
To see how our services could benefit your organisation, book a free, no-obligation consultation or contact the team at gct@herts.ac.uk or on 01707 284590.
St Francis Hospice

The hospice group approached us looking for a spatial analysis of their existing estate, with the aim of identifying sites for new shops. We were able to analyse the current locations and, using demographic information such as population density and employment levels, we were able to ascertain suitable possible new locations. These were then studied and the results displayed on a clear, understandable and easily interpretable map.

Dealing with the GIS team was refreshingly straightforward and we would gladly work with them again. The work produced has been of great use to us. The end result satisfied our project brief and gave us a clear visual explanation of the data. Not only was it of a professional standard, but it also provided useful insights into our existing estate and untapped potential in our coverage area.

EValu8

The EValu8 project group, which is installing charging points for electric vehicles in the east of England, was looking for a clear and dynamic way to present current locations for an upcoming conference. We plotted the existing locations on map, providing a strong visual solution in line with the brief. We then took one step further, and attended the conference to provide a live mapping system that enabled discussion to focus around the spatial location of the points, viewing them in context with the surrounding areas.

We needed to get commitments for facilities from a range of potential partners and we needed to enthuse them about engaging with this. We discussed it with the GIS team and they suggested an interactive component to our partner presentation. We built this in and the result was excellent. It really engaged our potential partners and helped them understand a key aspect of our proposal. Their help really added value to our key message.
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