

Carrefour Adds Location Intelligence to Business Analytics



Carrefour Group, the well-known French food retailer with nearly 10,000 stores around the globe, has implemented an enterprise-wide marketing solution from Esri partner Galigeo. The solution, Geodashboard, incorporates ArcGIS and enhances existing enterprise business intelligence (BI) software to improve decision-making.

Carrefour staff around the world are guided through different operational workflows including retail site selection and competition analysis. The solution improves their expansion and development strategy, optimises direct marketing activities, and enhances store performance through a better understanding of sales territories and customer needs.

Carrefour Group selected Galigeo, an Esri partner, because of its ease of implementation and its ability to meet technical requirements of Carrefour's data centers, said Francis Rivière, geomarketing manager at Carrefour Group.

Galigeo's Geodashboard uses the Esri ArcGIS platform to view and analyse spatial data to support traditional retail analysis such as trade areas, mailing areas, competition, customer locations, and targeted advertising, geographic data including Bing Maps, Nokia data, and aerial and satellite images, information that can be geocoded on the fly.

By representing and displaying data on interactive maps, Galigeo's geomarketing application identifies hidden trends that are not discernible in tables, charts or other dashboard widgets traditionally used in business intelligence solutions.

Galigeo is transforming the way companies implement marketing and sales performance applications within BI and other enterprise systems, commented Simon Thompson, Esri director of commercial solutions. Location analytics is enabling a more refined and deeper understanding of how to improve marketing and other store-level operations. It enriches data for a more intimate understanding of customer relationships, behaviour and needs.