

Shifting the Paradigm: How Integration of a Customized GIS Modeling System Revolutionized Ace Hardware's Commercial Real Estate Process.

Presented by:

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About Ace Hardware

- Ace is The Helpful Place®
- Largest retailer-owned cooperative in the hardware and home improvement industry – established in 1924
- Over 4,200 locations nationwide ~ located in 70 countries
- Annual retail sales of \$13 billion
- Ace Rewards loyalty program has over 14 million members
- Entrepreneur.com – Ranked 12th in Top Global Franchises for 2008
- Ranked #1 in customer service by the acclaimed “Real People Ratings” survey
- Ranked highest in Customer Satisfaction among Major Home Improvement Stores by J.D. Power & Associates

The Problem

- 1. Field staff overwhelmed with unsolicited sites to review**
 - 6,000 emails/month collectively between 24 field resources.
- 2. Already made an investment in GIS and Analytics internally**
- 3. Wanted to leverage that investment further into the enterprise and let it have a greater daily effectiveness for the business.**

The Paradigm Change, The Solution

1. **Real estate is a reactive (and very unsophisticated) process:**
 1. Brokers, landlords, developers, and property owners all try to find new tenants.
 2. They bombarded every available channel with tons of random, general material about their site (demographics, maps, collateral, photos, consumer expenditure, co-tenancy, big box retail etc)
2. **Ace already knows what makes a good site because it invested in GIS and analytics to determine their key drivers of success.**
3. **Ace wanted to turn the paradigm around**, make real estate proactive instead of reactive. To do that, we had to find a more efficient way to plug our analytics into the entire real estate process, from the beginning of that process; **the initial point of contact.**

Doing it required 2 distinct technology solutions.

The Solutions Detailed

- 1. Web-Enable our GIS Modeling System to allow field staff to interact with it.**
- 2. Integrate our modeling with VEXRAY Portal to pre-screen all unsolicited real estate opportunities and prioritize those opportunities for the appropriate field resource only.**

Solution 1

DEMO

Ace SIMMS Online

DEMO

VEXRAY Web-Portal Filtering System

The ESRI Parts

1. SIMMS ONLINE

- Arc Internet Map Server (IMS)
- Spatial Database Engine (SDE)

2. VEXRAY Web Portal

- Spatial Database Engine (SDE)
- Arc GIS Server ASP behind a Google Mash-Up.

Q & A