



Sales Territory Design & Management Customer Testimonials



Case Situation:

Defining the market for reverse mortgages was a key component of the Financial Freedom strategic growth plan. Mapping Analytics analyzed custom data obtained from the US Census bureau to create a micro-level geographic estimate of the potential across the US for the entire market . . . and Financial Freedom's opportunity to address that market.

Customer Testimonial:

"More than just maps, they gave us the tools that helped us grown our business."

Jim Mahoney, CEO, Financial Freedom Senior Funding Corporation (now a subsidiary of IndyMac Banks)



Case Situation:

Xerox Corp. realized it had an opportunity to directly address the consumer needs of specific industries by assigning an 'industry expert' to a specific set of accounts. While working for the organization as a whole, Mapping Analytics provided 'off-line' key analytic resources to allow the development of multiple scenarios, impact analyses, and eventually first-level territory development.

Customer Testimonial:

"Working with Mapping Analytics allowed us to quickly develop scenarios and test hypotheses with real data and recognize the true impact of the strategies we were considering. They presented options which weren't threatening to our people; they were based on our needs. From there, fine-tuning territories was a team process."

Jeff Fisher, VP, Integrated Business Strategy North American Solutions Group, Xerox Corporation



Case Situation:

Milwaukee Tool created new roles within its sales organization and needed to reallocate resources without unduly disrupting key relationships with customers and holding overall transition time and expense to a minimum. They were under a very tight deadline to comply with corporate mandates and personnel needs. Mapping Analytics developed their analytical database, developed a pro-forma organization and met with 12 regional managers to realign the organization. Time to completion: 2 weeks.

Customer Testimonial:

"Mapping Analytics' dedication, expertise, and support helped us complete a major sales force realignment on a very tight schedule. We would not have achieved the same results without them on our team."

Tom Blue, National Sales Manager, Milwaukee Electric Tool Corp



Case Situation:

Kodak Health Imaging Division, Eastman Kodak Company reallocated resources affecting all levels of their sales hierarchy. The new organization was effective at the end of a quarter, midway through the fiscal year. It was critical that the reporting, customer support and compensation activities associated with sales be coordinated in a way which allowed tracking and change control.

Customer Testimonial:

"I've never been through a reorganization that was so painless. Mapping Analytics worked with us to make sure that we had exactly what we needed, when we needed it."

Ms. Vicki Schuster, Manager, Compensation Health Imaging, Eastman Kodak Company



STONHARD

Case Situation:

Stonhard LLC has internal capabilities to manage its sales territory needs both in the US and internationally. Mapping Analytics has provided software and data which meshes with their in-house systems allowing the continual maintenance of sales territory activity.

Customer Testimonial:

"I must commend the entire team at Mapping Analytics on the exceptional support and services you have provided through the years. From our initial search for territory mapping programs that would meet current and future needs, the detailed analysis projects you completed relating to market penetration by industry and territory, and the intense project undertaken to incorporate MapInfo's territory management capabilities with our new Oracle/Baan interface for territories in the US and Europe, the entire Mapping Analytics team has provided exceptional service — day & night — with a smile. The support services you've provided, along with the expert, professional analysis and programming is second to none."

Susan Barish, Marketing and Sales Administration Manager, Stonhard



Case Situation:

Kay Chemical (now a division of Ecolab) had a dynamic service organization that could be serviced by an 'in-house' analyst. However, the resources typically used for this activity are promoted frequently, resulting in a continual need for training and reinvestment. The choice to use Mapping Analytics' ongoing support allows the maximum flexibility and response that is not tied to other company resource constraints.

Customer Testimonial:

"Mapping Analytics is always there when we need them. They work with our internal people to make sure that our systems reflect the latest territory changes, and with our sales organization to design and understand the implications of adding new customers, changing personnel resources and improving coverage patterns."

Mel Paterline, Vice President Field Service Operations, Kay Chemical