

Cataliser

Experian Catalyst's benchmarking tool helps you to optimise your petrol station network



Cataliser is a sophisticated benchmarking tool that provides you with a fast and efficient way of analysing the retail strengths of a location on a stand-alone basis or as part of a retail network.

Product benefits

- Help to improve average throughputs across the network
- Gain a rapid appreciation of the performance of sites within a network
- Identify the best sites to make the biggest gains
- Flexibility to integrate Catalyst data into your own data
- Identify the range of measures required for each site whether rebuild, closure or operational improvements
- More informed and strategic decision-making regarding the network as a whole
- Save wasted investment in weak locations.

Product attributes

- **Database search**
A dynamic query function, which enables you to identify sites that meet required values and characteristics from within the country database.

- **Geographic search**

Improves the understanding of a particular trade area or geographical boundary by allowing you to select a point and investigate sites within a user-defined radius or area.

- **Quadrant analysis**

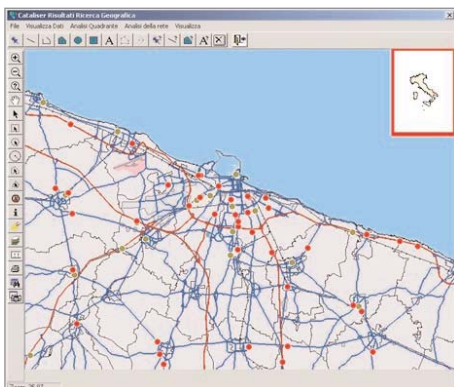
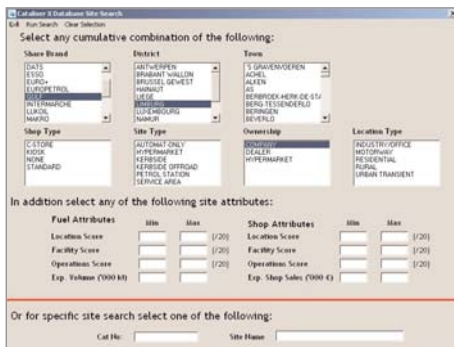
Places each site for a given selection into one of four quadrants relating to its location and facility scores. Used in conjunction with a proximity search, you can instantly recognise the strongest and weakest sites within a trade area.

- **Mapping**

Sophisticated in-built mapping allows the selection and analysis of sites on a geographical basis. A broad range of supplementary mapping tools allow you to create and save any geographical network.

- **Reporting functionality**

The reports provide a breakdown of the fuel and shop ratings for a site and an assessment of other sites in the same trade area. You can define the trade area to be assessed prior to requesting a report.



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Fuel Location Attributes			Fuel Facility Attributes			Fuel Operation Attributes		
Beaconsford Level	56.93	Site Type	PETROL STATION	0	Ownership	Company	0.30	
Beaconsford (Township)	56.96	Development Year	1980	41.2	Site Quality	VERY GOOD	1.91	
Competition (Township)	23.7	Fuel Tank Area (sq m)	2200	11.81	Planned Opening Year	2010	0.48	
Competition (Township)	13.88	Forecourt Layout	STANDARD	1.76	Planned Closing Year	2030	0.28	
Location Type	URBAN THROUGH	99%	YES	0.18	Method Of Service	SELF / AUTOMATIC	0.28	
Road Type	UNIMPAVED	Mt. Effective Position	0	4.7	Method Of Payment	CREDIT / DEBIT /	0.45	
Competition Barrier	GOOD / FINEST LINE	Mt. Effective Position	0	2.27	Shop Brand	STAN MARET	0.20	
Highly Truncated	YES	ISV Pump	0	0	Shop Quality	GOOD	0.18	
Traffic Speed	40-45 KM/H	Shop Type	CUSTOMER	0.50	No. Of Shop Services	4	0.52	
Acc. Traffic	VERY GOOD	Shop Area (sq m)	150	0.48	Colouring Quality	NOT APPLICABLE	0	
Access	GOOD	Realised Space	0	0.45	Car Wash Quality	NOT APPLICABLE	0	
Visibility	VERY GOOD	Automatic Wash Inlets	0	0	Brand	TECHNO	0.73	
Traffic Barrier	NONE	Service Bays	NO	0	Discount Level	LOW	0.41	
Other Location Impact	NONE	Catering	NO	0				
		ISV Inlets Inlets	NOT APPLICABLE	0				
		Camping	YES	0.38				
Fuel Location Total:		11.67 / 20		Fuel Facility Total:		13.04 / 20		
				Fuel Operation Total:		7.12 / 20		

Site analysis

Cataliser is based on the information held within Experian Catalyst's petrol station database.

An international team of experienced surveyors visit sites daily to record key information that is updated on-line to Experian Catalyst's central database. The information includes digital photographs of each aspect of the site and accurate GPS readings for positioning onto digital maps.

To complement site surveys, telephone research ensures the verification of the entire Experian Catalyst database annually.

Using both Experian Catalyst's data and industry knowledge, we have developed a series of robust and statistically proven analytical processes to identify and quantify a range of value drivers that affect both fuel and shop performance. These value drivers are split into location, facility and operation based factors.

A good location is the starting point of success. Understanding where a petrol station is located in respect to the demand and the competition is vital for any business decision.

As each location is different, scoring the facilities measures how well a site is configured to attract the largest percentage of the customer base in your trade area. This scoring tells you if there is room for improvement in the site so that incremental capital is rewarded with incremental volume, ensuring that you gain the highest return on your investment.

Even without large investments there are many operational factors that can be manipulated to improve a site's turnover. Our scoring system identifies where those improvements can be made.

Site scores

Both the fuel and shop aspects of the business are given scores out of 20 for location, facility and operation. Using this information the retailer can identify the potential of a site which will help with investment decisions.

Technical specifications

Pentium 3 800mhz
128mb RAM
5 Gb free space
1024 x 768 pixels
True Colour (32 bit)
Windows 2000 or later

