

CataNet

Experian Catalist helps you to analyse the strengths of your petrol stations and benchmark them against your competitors'



CataNet lets your fingers do the driving, saving you thousands of road miles and weeks of work. At the click of a mouse you can tour the country's petrol stations from the comfort of your own office.

Product overview

CataNet is a practical web-based browser designed to enable entire organisations to access and query Experian Catalist petrol station databases at desktop level. Data items, mapping and photographs for every site within a country are viewable in an easy-to-use format that requires no special software or data to be loaded on individual PCs. It is hosted on a central server which means that the integrity, accuracy and consistency of the data is maintained throughout the company. Data from all countries surveyed can be accessed via the same version of the tool, as CataNet data is stored within one database and each site has a globally unique reference number, known as iCAT.

Product benefits

- Improve communication throughout the organisation
- Save time thanks to instant access
- Save money on data management and primary research
- Make better decisions, based on consistent data
- Consistent, worldwide access for every member of the organisation
- Internet access means no additional software costs.

Product attributes

- **Easy-to-use**
Breaks the information on each site into a series of sub-sections, designated by tabs (general, forecourt, shop, car wash, photos, notes, query).
- **Proximity search tools**
Inclusion of various powerful database and proximity search tools that enable you not only to view and evaluate one site, but all sites within a trade area.
- **In-built mapping application**
The interactive web map shows the location of a site and its surrounding competition. Fast and easy to navigate with three zoom levels.
- **Notes facility**
Enables comments or notes to be lodged against each site in the database for retrieval at a later date, allowing users company-wide to share information.

Brand: TOTAL
Location: TCS WATFORD, WATFORD
CAT Number: UK 1674

Location Map New Search

CONTACT INFORMATION		SITE OVERVIEW	
Brand:	TOTAL	Site Status:	
Site Name:	TCS WATFORD	Ownership:	
Address:	ST ALBANS ROAD	Site Type:	
Town:	WATFORD	Developed:	
County / Province:	HERTFORDSHIRE	Share Bra:	
Postcode:	WD24 4AE	Open 24 H:	
Country:	UNITED KINGDOM	Manned H:	
		Attendant:	
		Self Serv:	

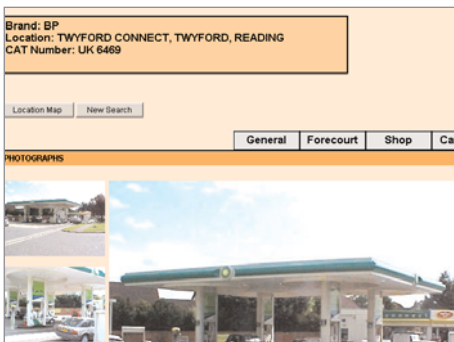
Database Search

Site Name Province / Country Town name Postcode Country+CAT (e.g. EST)

Databases:

Cardinal Place
6th floor
80 Victoria Street
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The data

Experian Catalist has established itself as a leading provider of petrol forecourt information in Europe and beyond. Its international team of experienced surveyors visit sites daily to record key information using the latest electronic data capture technology. Data, digital photographs and GPS readings are updated on-line to Experian Catalist's central database and routinely uploaded onto CataNet.

To complement site surveys, telephone research ensures the verification of the entire Experian Catalist database annually. This real-time data capture enables rapid delivery of the latest market information to clients facilitating more informed business decisions related to managing and developing fuel retail networks.

