PRIME THOUGHT SOFTWARE SOLUTIONS

Who are we?

PrimeThought
Software Solutions

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https://primethought.biz

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Our company

◦ PrimeThought Software Solutions CK 2009/169782/23 is a Closed Corporation incorporated on 30 August 2009.

◦ We are a South African company providing integrated, end-to-end Spatial Software Solutions

◦ We have developed a Suite of Spatial Products for three distinct markets:

  ◦ Business Intelligence (BI) and
  ◦ Mining
  ◦ Financial modeling

◦ All our Spatial Products have been built using our own locally developed spatial engine (+12 years development)

◦ Our solutions are cost effective & user friendly– for the novice & professional user

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Our clients

Spatial Business Intelligence

◦ Our typical user is someone who
  ◦ Needs to visually display their data on maps, do spatial analysis & reporting, or create & share their own maps, all within the familiar easy to use Excel environment
  ◦ Has MS Excel experience
  ◦ Has limited or no prior mapping software experience

◦ Is often a:
  ◦ Data Analyst
  ◦ BI Manager
  ◦ Sales & Marketing Analyst
  ◦ Sales & Operations Manager
  ◦ Logistics Planner
  ◦ Route to Market Specialist
  ◦ Distribution Manager
  ◦ Market Analyst
  ◦ Market Research Specialist
  ◦ GIS Specialist
  ◦ Information Specialist
  ◦ Engineer
  ◦ More…

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How our spatial tools add value

📍	Locational awareness of data	➡️	Geocoding, mapping, theming
⊛	Spatial analytics	➡️	Many different spatial operations such as calculations of areas of influence
👥	Demographics data and other datasets	➡️	Linking household densities, dominant race, dominant lifestyle index to areas of influence
💡	Better decision making	➡️	Gap analysis and finding opportunities
⚙️	Reduced costs	➡️	Efficient planning, route optimization, territory planning, BI
📊	Increased profitability	➡️	Reports, understanding & action

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Spatial Office Product Suite

SpatialXL
Understand your world

SPATIALXL
An add-in to Microsoft Excel which adds **full Spatial Functionality and Intelligence to Excel.**

RouteXL
Target your world

ROUTEXL
An add-in for **Easy and Efficient Routing**. Point to point , matrix routing, travelling salesman, and drive time/catchment analysis. The plus version also includes a full logistics routing solution with volumes and delays.

LocateXL
Locate your world

LOCATEXL
An add-in for **Easy and Accurate Geocoding.** Coordinates can be generated for thousands of records at a time
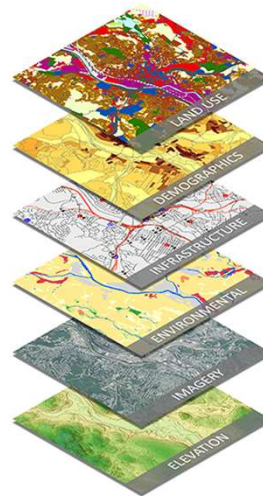
SpatialPublisher
Show your world

SPATIAL PUBLISHER
An add-in for **Publishing and Sharing** SpatialXL Maps as Spatial Reader files. Unlimited distribution.

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What datasets can we provide?

◦ In addition to software licenses we can provide the following mapped datasets for South Africa & certain African countries from our data providers:

  ◦ Population Demographics
  ◦ Shopping Centres
  ◦ Retail Chains & Retail Survey data
  ◦ Income & Neighbourhood Lifestyle Index
  ◦ Day / Night population
  ◦ Building based land use
  ◦ New developments
  ◦ Economic Data
  ◦ Township Data
  ◦ Petrol Stations
  ◦ Schools
  ◦ More

◦ These datasets are provided at various spatial levels, setup ready for use in SpatialXL

◦ **We also provide data on subscription basis through Microsoft Azure! Contact us for a demo or pricing!**

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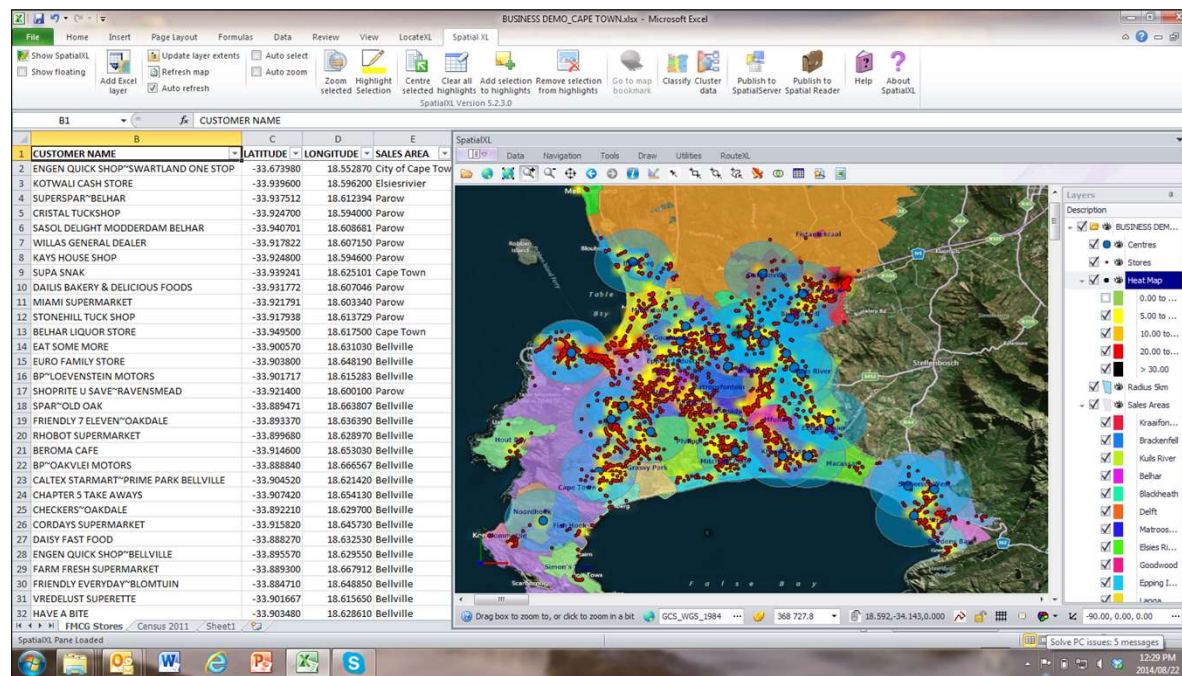
Turn addresses into locations in bulk

LocateXL gives the ability to turn addresses into coordinates and vice versa in bulk. Very accurate with high level of accuracy and detailed inputs.

ID	Store Name	Street Address	Town	PROVINCE	LONGITUDE	LATITUDE
280	Shell Village Service Station	23 Wellington Road	Durbanville	Western Cape	18.649697	-33.829808
116	Somerset Snack Bar	24 Somerset road	Green Point	Western Cape	18.418025	-33.914842
167	Ziers Convenience Store	45 Main Road	Fish Hoek	Western Cape	18.431872	-34.136396
177	Bird Street Tuckshop	45 Bird St	Stellenbosch	Western Cape	18.859253	-33.933616
495	Sweet & Cigarette Inn	45 Kerk St	Johannesburg	Gauteng	28.041866	-26.202402
255	Little Greek Café	Broadway Street	Strand	Western Cape	18.835292	-34.104759
3	Claremont Café	45 Main Rd	Claremont	Western Cape	18.464824	-33.977911
1063	Vilakazi Traiding Store	46 Buthelezi drive	Jabulani	Gauteng	27.852669	-26.241788
764	Patrite Fresh Produce & Tal	48 Bartlett Rd	Pinetown	KwaZulu-Natal	30.871255	-29.834439
126	Sturks Tobacconist	54 Shortmarket St	Cape Town	Western Cape	18.419788	-33.922110
188	Maties Café	58 Bird St	Stellenbosch	Western Cape	18.859393	-33.936456
41	Friendly Supermarket Salda	60 Saldanha Way	Saldanha	Western Cape	17.943864	-33.006951
134	Coronation Bazaar	60 Coronation Road	Woodstock	Western Cape	18.446414	-33.934760
7	Friendly 7-11 Main Road D	69 Main Rd	Diep River	Western Cape	18.465488	-34.031888
6	Engen Kwikshop Internatio	74 Ottery Rd	Wynberg	Western Cape	18.477543	-34.010594
589	Super Spar Gonubie	85 Main Rd	Gonubie	Eastern Cape	28.023278	-32.940313
115	Loop Street Mini Sho					2061
505	Rebel Big Fresh					3707
265	Twin Peaks Café					2099
380	Liquor King Bottlesto					5938
658	Super Spar Stanger					0283
655	Residentia Supermar					8008
750	Jt's 24 Hour Shop					8072
236	Fast Forward	163 cnr Durban road and	Bellville	Western C	18.631015	-33.901341
295	Gredina Supermarket ZA00	167 Jan Ellis St	Danville	Gauteng	18.129934	-25.741611
247	Cafe Orange / The Reef Bea	182 Beach Road	Strand	Western Cape	8109	-34.105659
8	Grand Superette	235 Main Rd	Wynberg	Western Cape	18.469	-34.008840
310	Sparkles Superette	381 Oberon Avenue	Faerie Glen	Gauteng	28.290576	-25.782328
305	Hatfield Cellars	525 duncan street	hatfield	Gauteng	28.240161	-25.752194
315	Algarve Supermaket	580 Jacobs Street	Gezina	Gauteng	28.208219	-25.724290

Any spreadsheet with coordinates can immediately be turned into a map
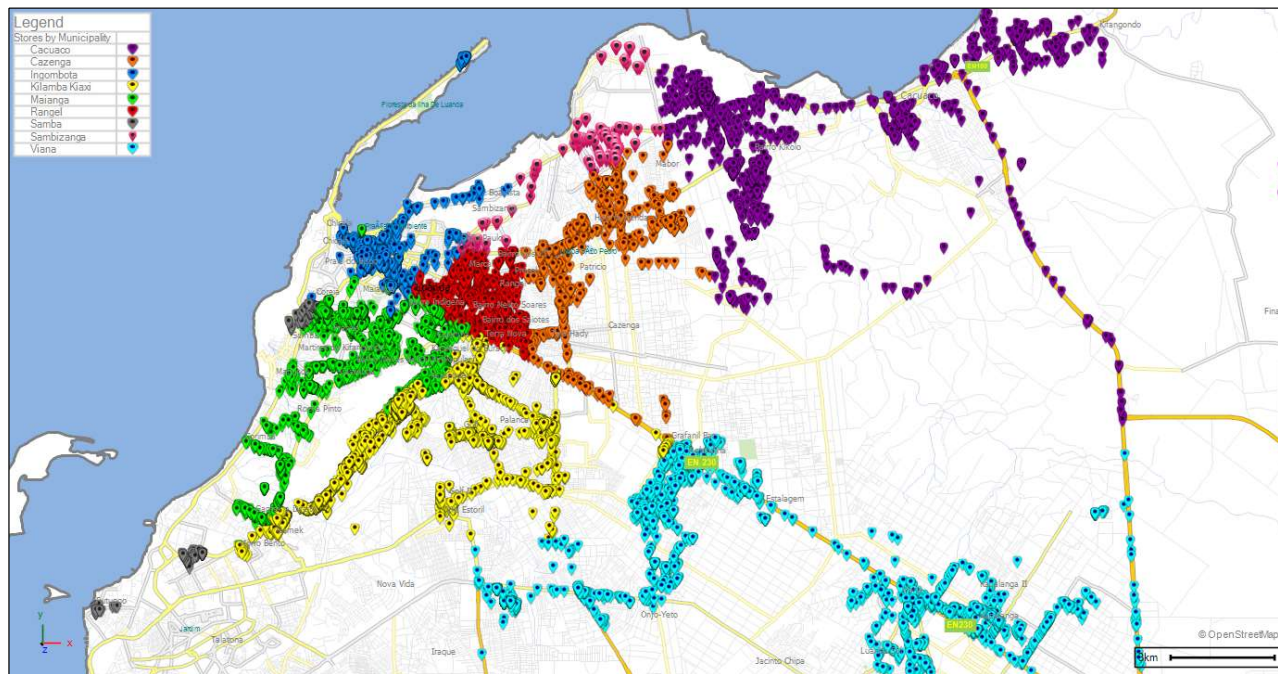
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Mapping in Excel - SpatialXL

SpatialXL is an add-in to Microsoft Excel that gives Excel full spatial capability to visualize data and analyse data using the power of Excel and the power of GIS.
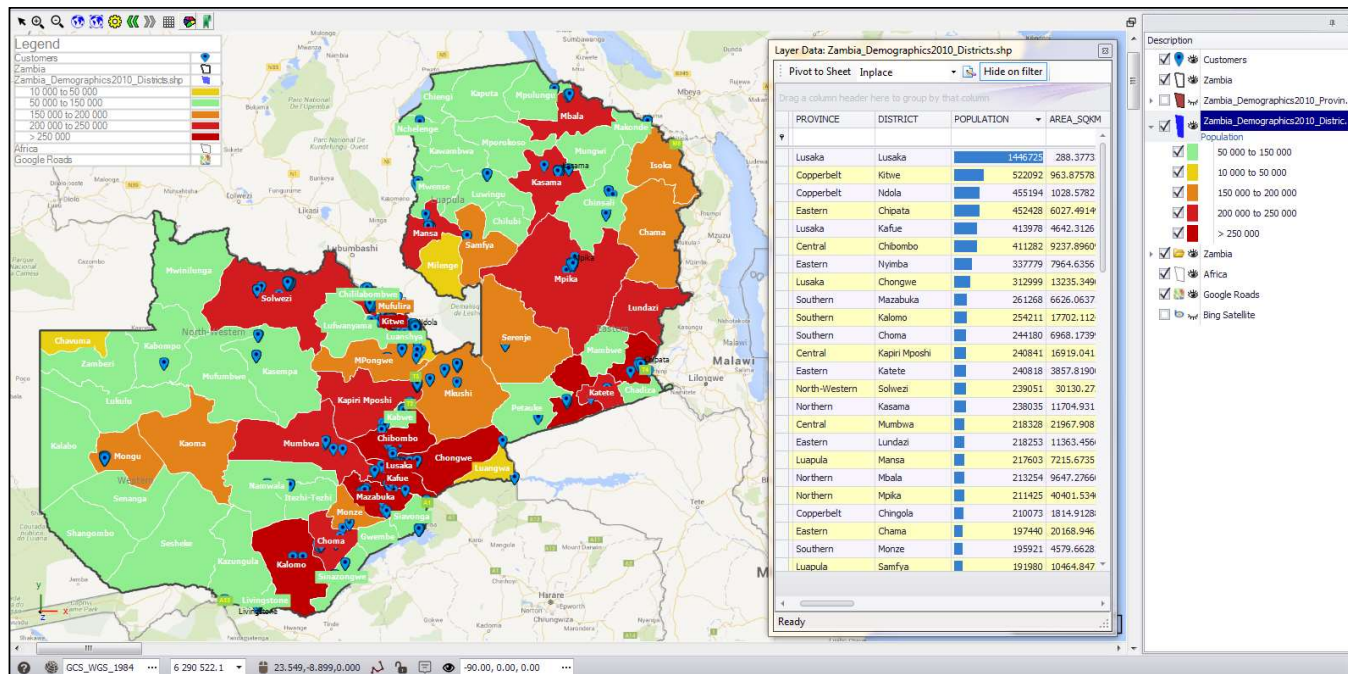
Customer mapping & theming

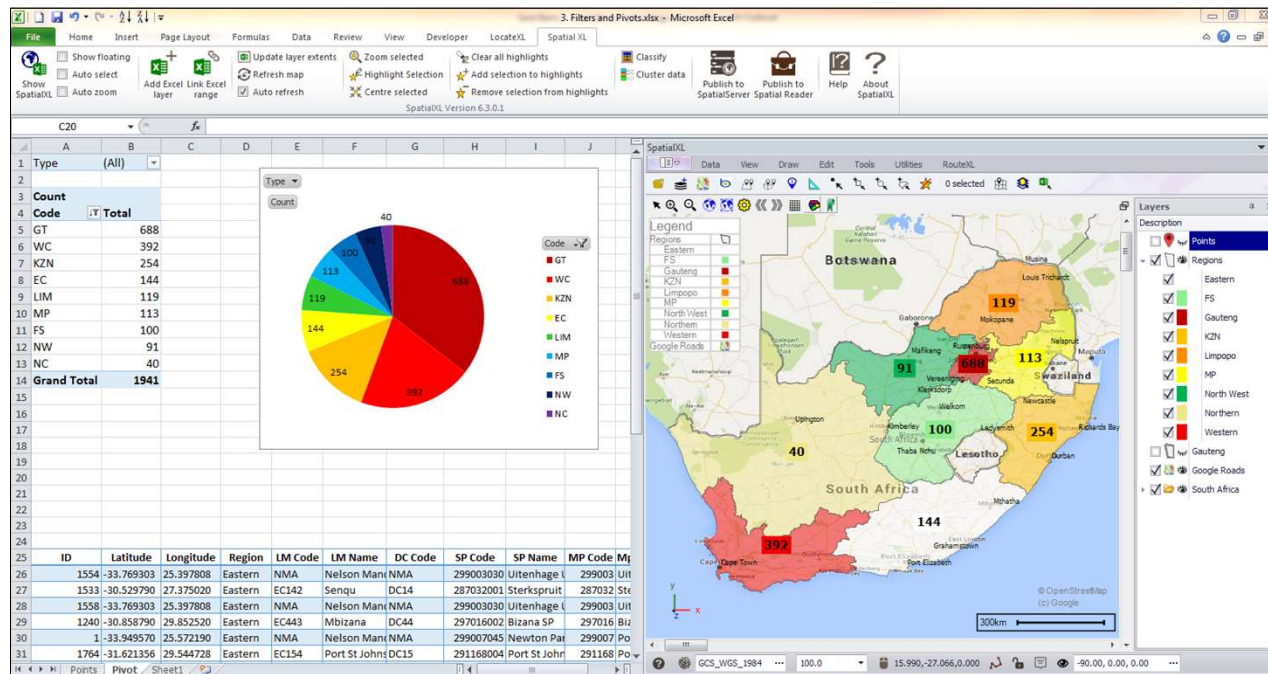Mapping customers and theming by regions, sales volume, category and more

Demographic mapping & analysis

Using demographic data such as race, language, lifestyle indices and more – ability to analyse the areas of influence or opportunity (gap) analysis with these indicators.
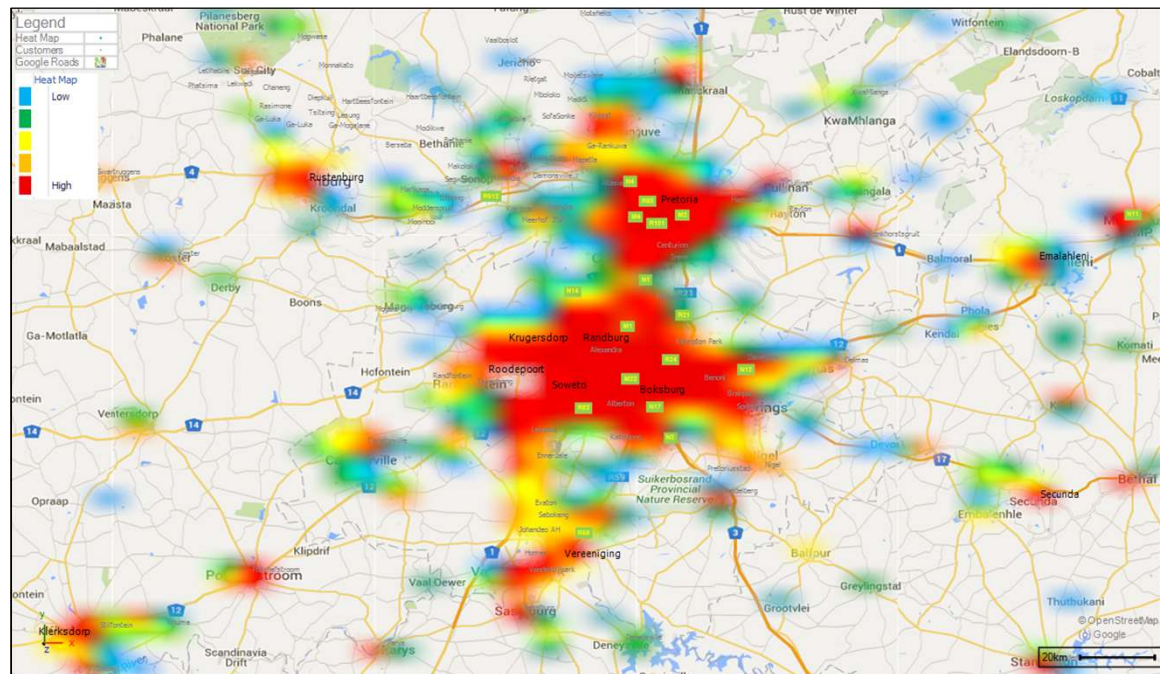
Mapping Excel pivots & aggregations

Ability to link pivots with aggregate or other totals and display these in linked areas on the map. Reporting on the map with these linked totals.
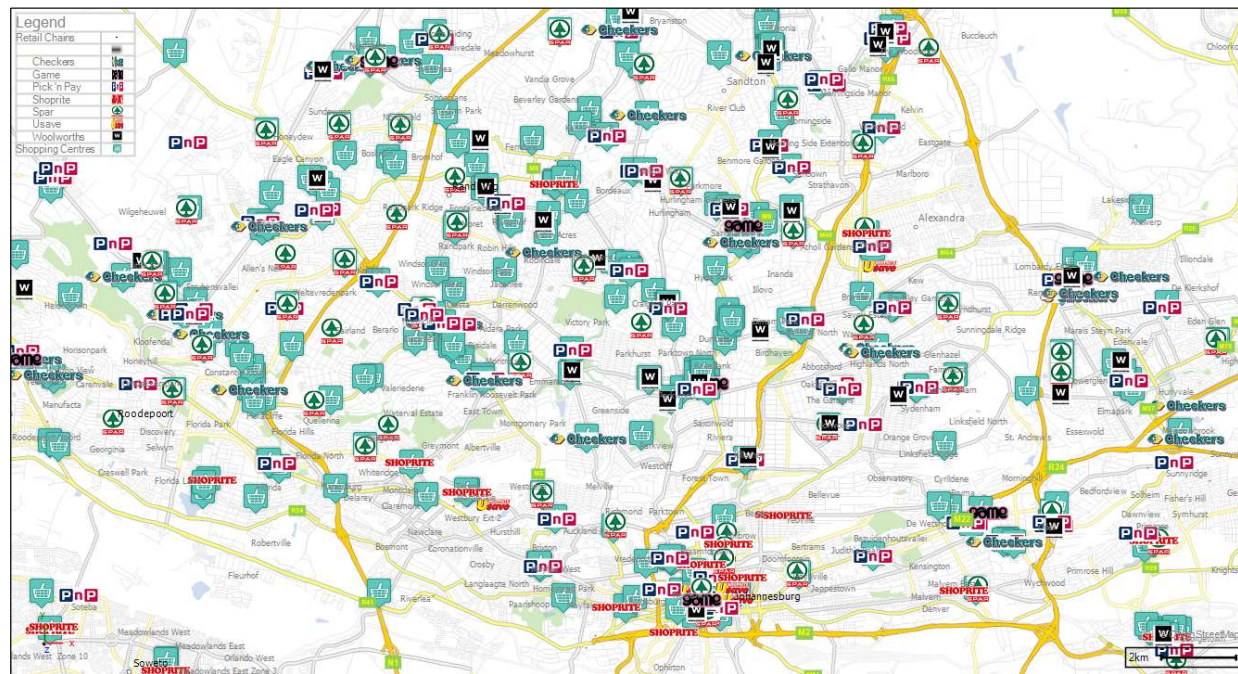

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Heat or hot spot mapping

See clearly where the data values are high by using heat mapping. Heat mapping updates dynamically with low and high values as an area is zoomed into.

Shopping centre & retail mapping

Mapping of various point of interest layers, including shopping centres and other retail stores to get an idea of the landscape. Also other POIs such as schools, churches etc.
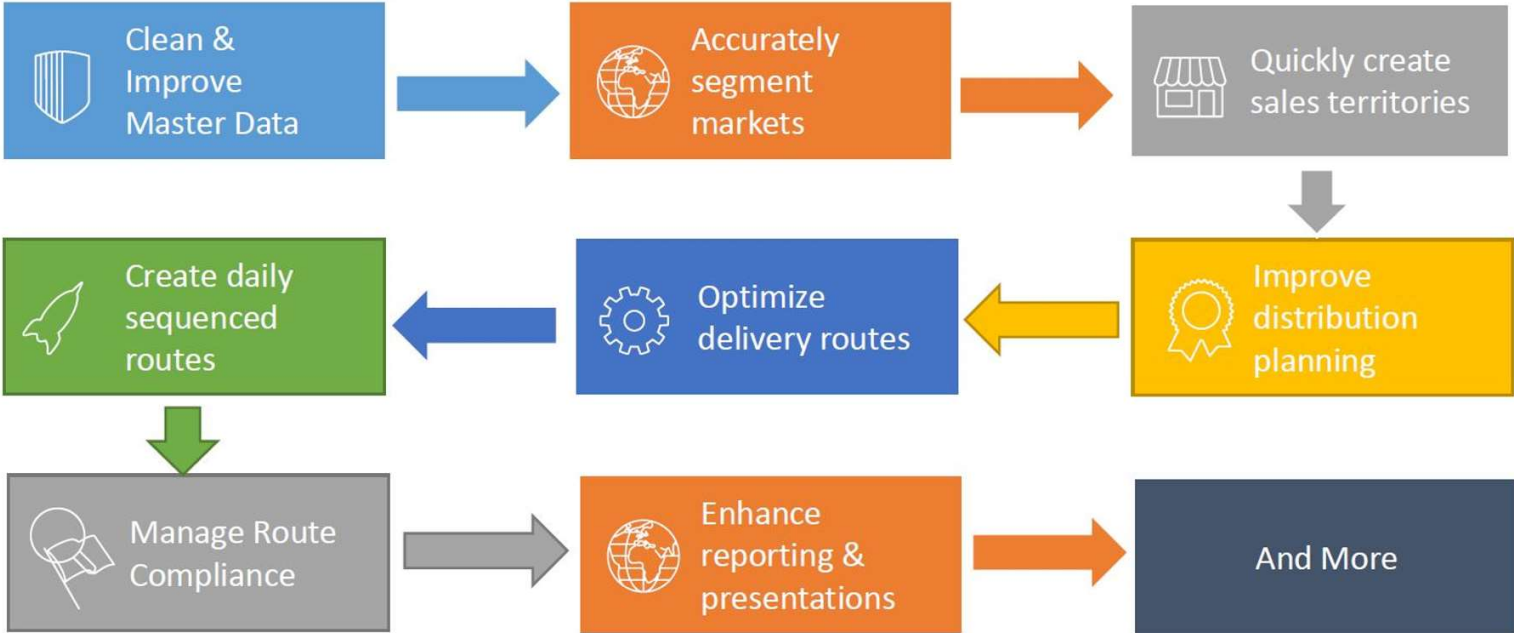
Property mapping & analysis

Ability to map areas such as property erfs and analysing values and data around these areas. Inclusion tests for points within areas for enhanced analysis.
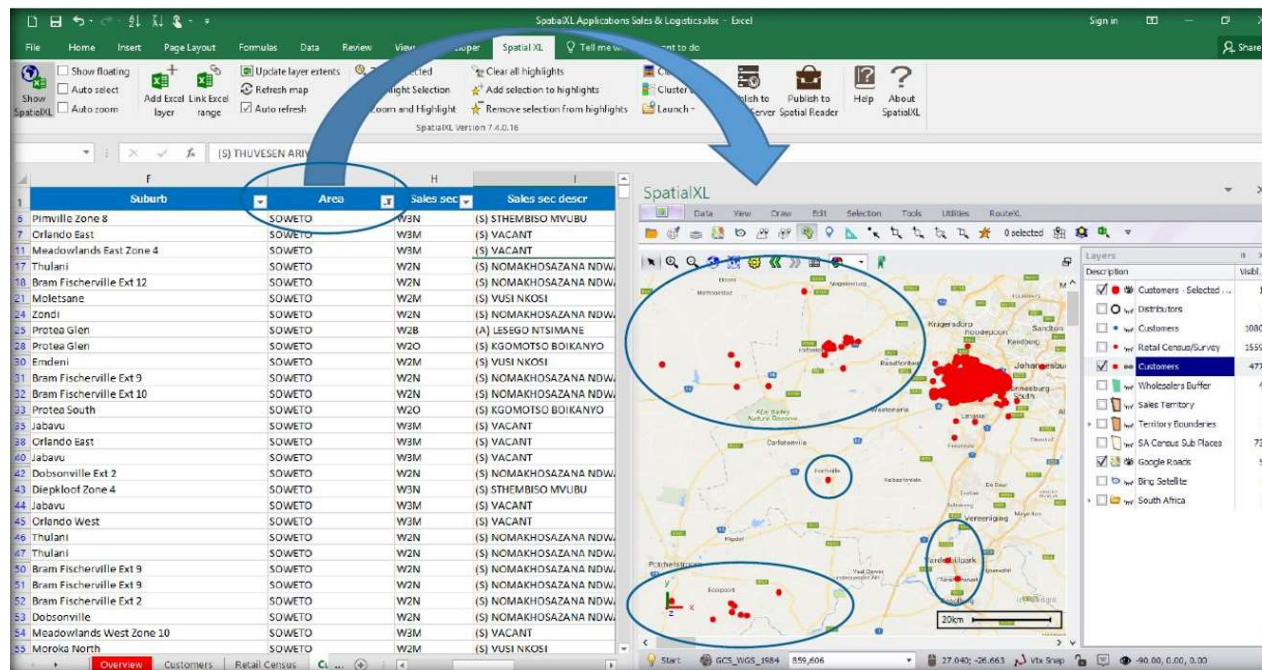
Applications of routing tools in RouteXL

Clean & Improve Master Data → Accurately segment markets → Quickly create sales territories

Create daily sequenced routes ← Optimize delivery routes ← Improve distribution planning

Manage Route Compliance → Enhance reporting & presentations → And More

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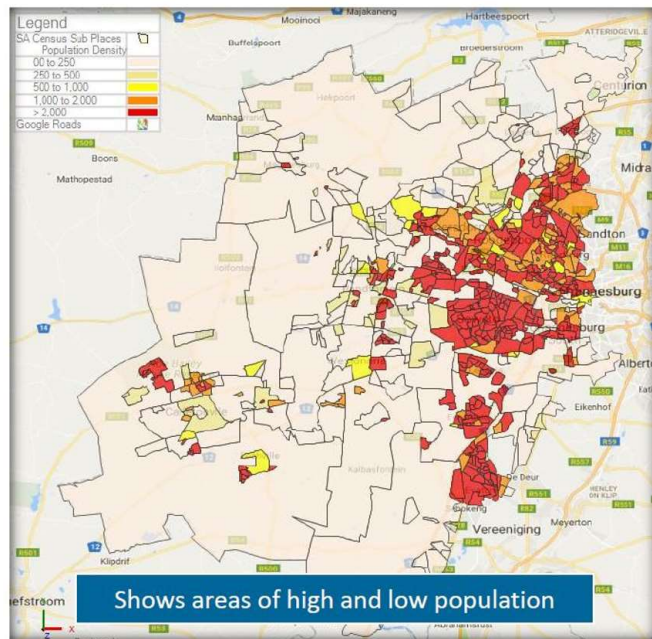Software Solutions

Clean & improve master data

With your Excel data linked to maps, you can quickly identify & correct any data errors like incorrect coordinates, incorrect classification, missing data etc.
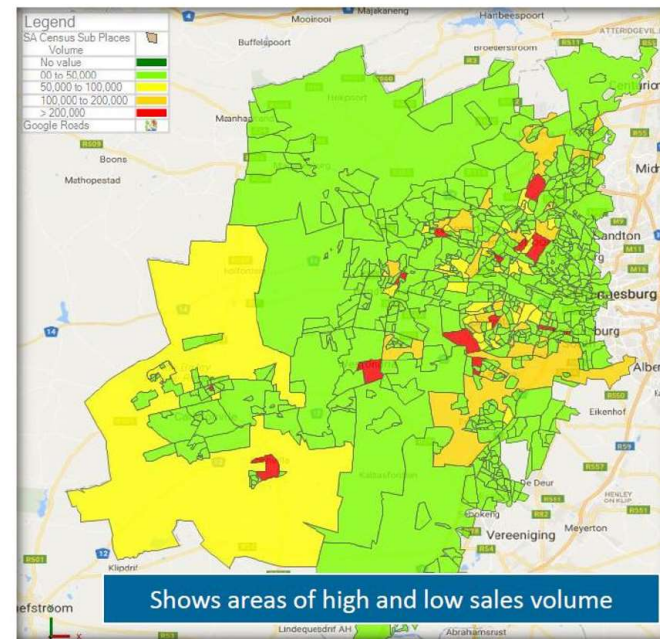
Accurately segment your market

Map & segment your market by population group, neighbourhood lifestyle indices, channel, volume etc. Better understand your makets, identify opportunity & develop winning strategies

Segmenting market by population density
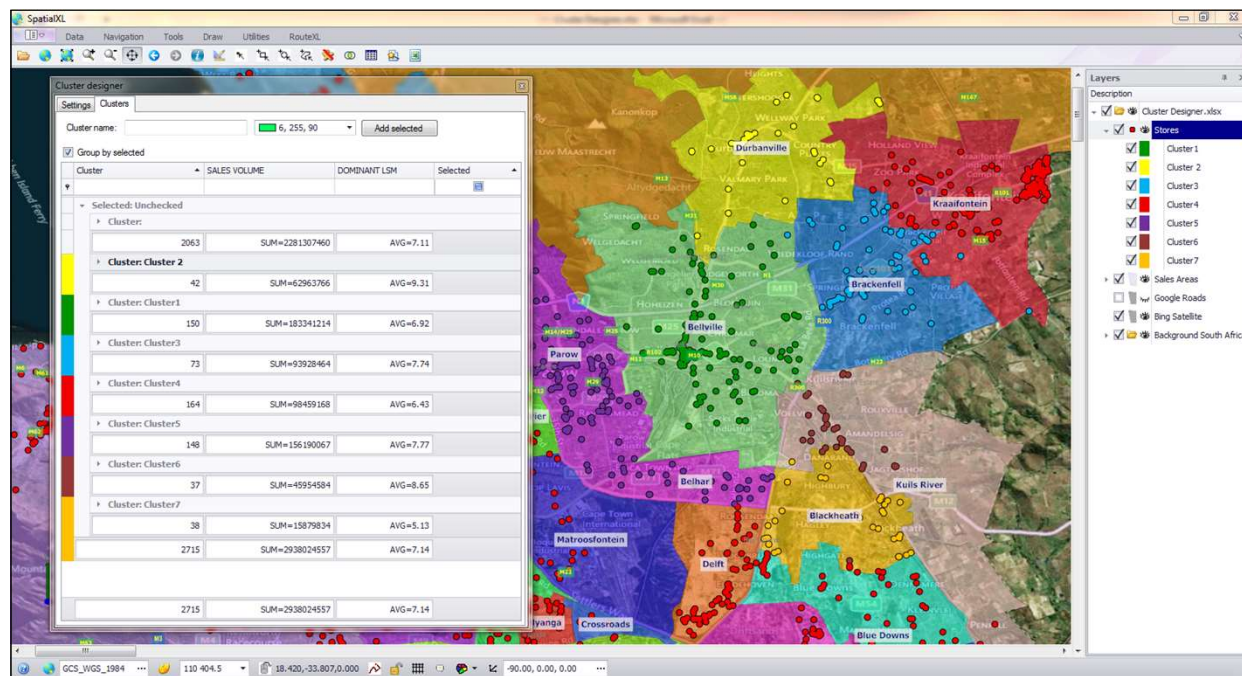
Segmenting market by sales volume
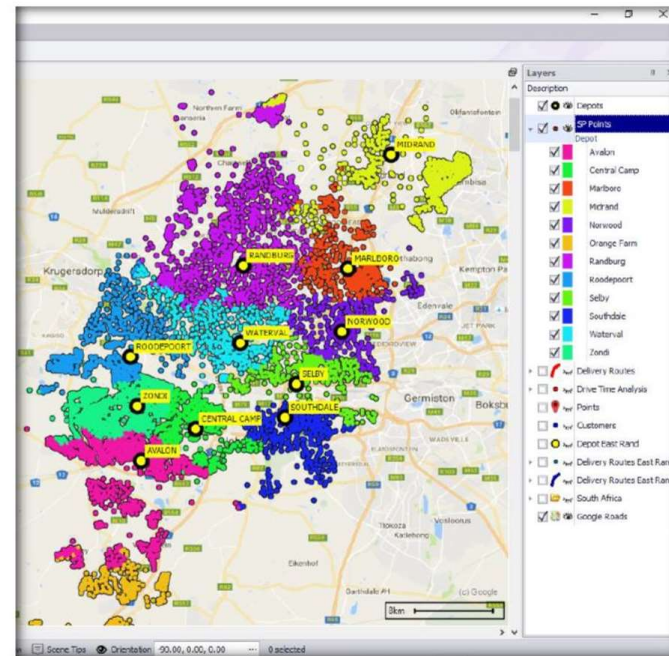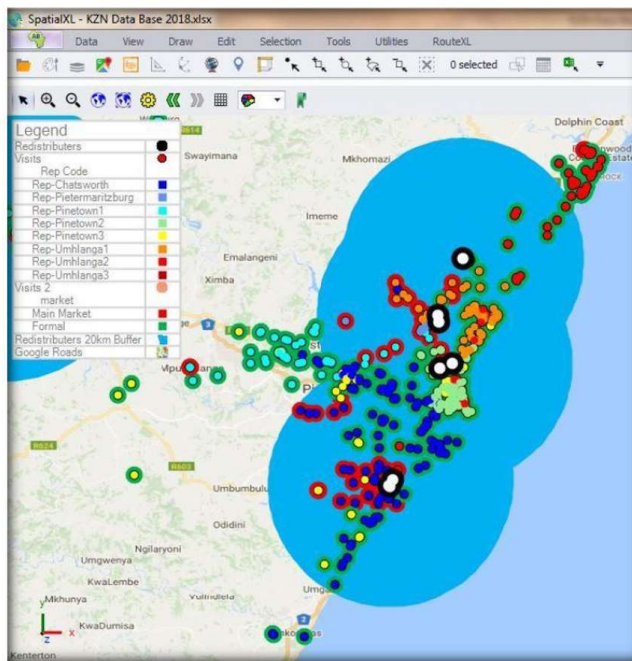

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Sales & territory planning

Quickly and easily create sales territories using a variety of Spatial and Routing tools.
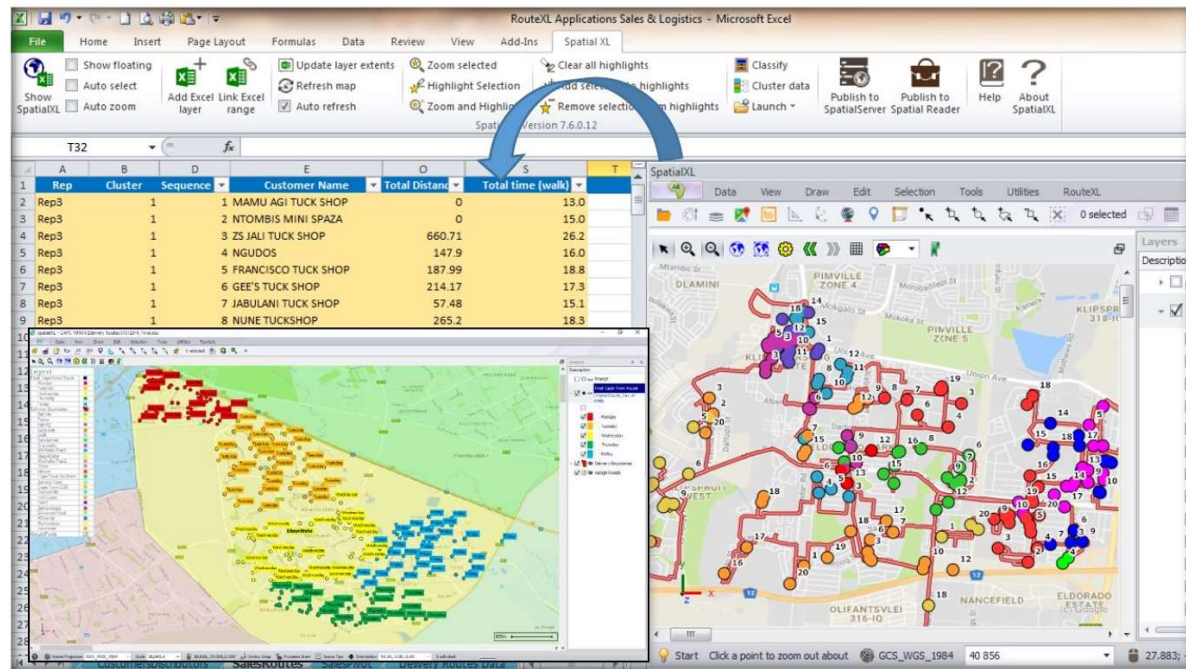Select & assign customer on the map/Excel, assign to closest depot etc.

Improve distribution planning

Build distribution channel strategies, identify customers within a radius of distributors, assign customers for direct and indirect delivery.
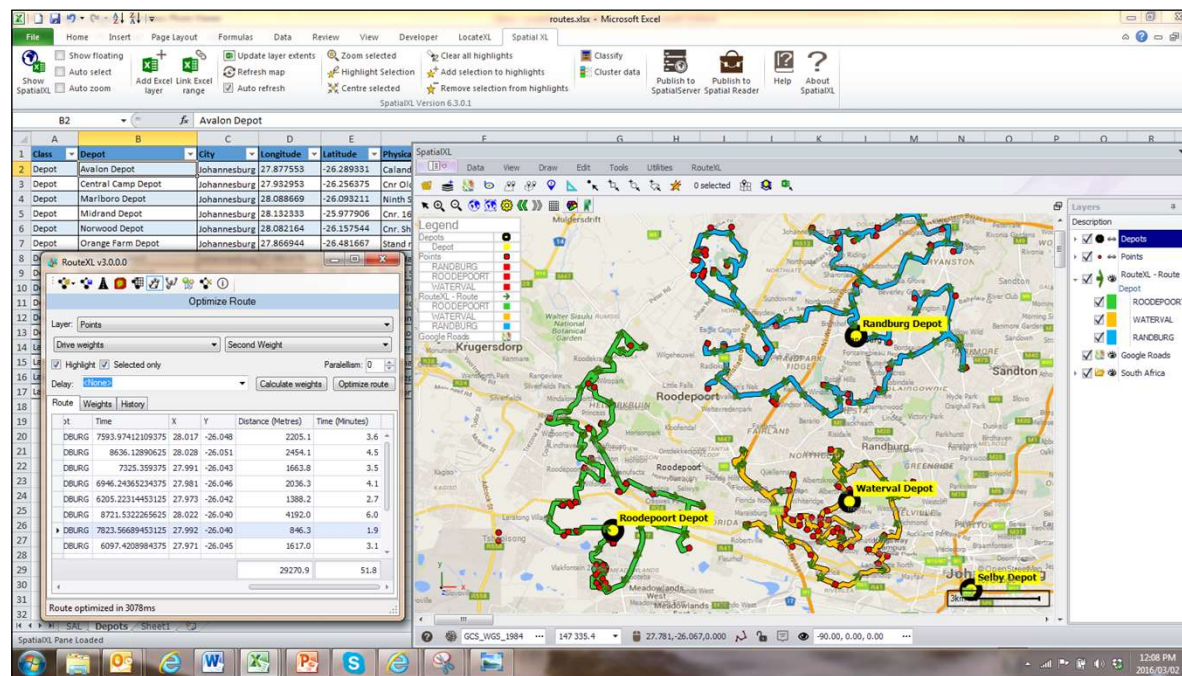
Sales rep routing

Create optimized routes for sales teams and reps, balanced by day of week.
Create daily sequenced routes for sales teams, export to Excel and GPS.

Optimized fleet planning & routing

Routing and fleet configuration planning with different truck sizes, capacities, shift times, time at depot for loading, delay time at delivery point and time windows.

What our clients say

- ◦ *"The ability to edit, move, change, filter and show things on both the maps and the spreadsheets is invaluable."*

- ◦ *"SpatialXL helped us identify underserviced areas and implement new strategies."*

- ◦ *"We are now able to create and update sales territories in hours and not weeks."*

- ◦ *"SpatialXL has helped us 100% in our route to market strategy!"*

- ◦ *"An easy to use tool that gives accurate results and visibility to the routing process."*

- ◦ *"We are now able to communicate visually with our sales teams."*

- ◦ *"Our finding is that conversations change dramatically and effectively come to life when a map can be projected onto a large screen."*

- ◦ *"We have been using your MineModeller package for over 10 years and it still suits our needs perfectly. We would not be able to operate effectively without it."*

- ◦ *"I use SpatialXL to do pit designs and complex 3D work. It is easy to do this in SpatialXL."*

- ◦ *"SpatialXL and RouteXL work together to help our analysists find new areas to expand into and to discover our current store impact and we find opportunities based on the analysis."*

- ◦ *"I use SpatialXL and RouteXL to do daily routes for our fleet routing. I want to become an even more expert user in the coming few months as these tools are super powerful."*

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THANK YOU

Visit primethought.biz for more information

or email

sales@primethought.biz