

FEATURE PACKED

BUSINESS
DECISION 

Everything your business patrons need at their digital fingertips



www.businessdecision.info

(888) 606-7600

- Start fast >** Four easy steps: 1) define location, 2) choose reports, 3) visualize opportunities, and 4) apply results
- Easy to use >** Intuitive, wizard-driven menu gets results in real time
- Powerful analytical tools >** Analyze trade areas, profile customers, scan new markets, determine market penetration, and tailor media messages
- High quality data >** Extensive range of data from industry leading sources
- Preset reports and maps >** Information business patrons need, fast and simple
- Community™ Tapestry™ >** Premiere market segmentation system from ESRI Business Information Solutions used by many of America's top companies
- Web accessible >** From any desktop computer through the library's website
- Fully supported >** With frequently asked questions, tips, contact information, and Help Desk

BusinessDecision enables your business patrons to perform the same sophisticated consumer market analysis that is used by America's top companies. BusinessDecision is a database and mapping web service offered to small and medium size business patrons to help grow their enterprise. BusinessDecision combines extensive business, demographic, and consumer household data with geographic information systems.

Community Tapestry is a trademark of ESRI, registered in the United States.

CIVICTechnologies, Inc.

The leader in geographic information systems for public libraries.

www.civicttechnologies.com