CIVICTechnologies, Inc.

COMPANY FACT SHEET

Year Founded   1999

Business and Markets

CIVICTechnologies, Inc. (www.civictechnologies.com) develops geographic information systems (GIS) desktop applications and web services for businesses, public agencies, and institutions.

CIVICTechnologies works closely with its clients to develop innovative and fitting solutions that assist them to make better informed decisions, deliver more effective products and services, reduce costs, increase revenue, and implement organizational changes faster. CIVICTechnologies provides GIS solutions for business, public libraries, healthcare, and livable communities/mobility.

Technology and Services

CIVICTechnologies is a leading GIS *application service provider* (ASP) offering comprehensive service to scope, develop, test, produce, host, and manage web-based GIS. CIVICTechnologies' web services are professionally hosted in a managed environment.

CIVICTechnologies provides consulting services to *customize desktop GIS applications* that address specific client needs, and then are handed-off for the client to operate and manage, with optional support and maintenance by CIVICTechnologies.

CIVICTechnologies utilizes GIS technology developed by ESRI, with whom the company is an authorized Business Partner and a Value Added Reseller for Business Analyst Online. CIVICTechnologies has a broad experience working with ESRI products including ArcGIS, ArcIMS, ArcSDE, ArcView, ArcObjects, Spatial Analyst, Business Analyst, Business Analyst Online, and Network Analyst, among others.

CIVICTechnologies offers a range of technology related services including the following:

- Data collection
- Database organization and management
- Analysis and interpretation methodologies
- Applications development
- Customer, community, and constituent participation processes and presentations
- Cartographic design and map preparation
- Multi-media presentations
- Web-hosting
- Web-site design and development

Solutions

Business Solutions
CIVICTechnologies provides a full suite of web services, customized applications, and consulting services to comprehensively meet the GIS needs of businesses—from small and medium enterprises to Fortune 500 companies—across a diverse range of industries.

Our unique approach helps executives make better informed decisions, by developing and translating content into spatial solutions that increase revenue, reduce costs, enable your employees to execute more effectively, empower marketing and sales staff, continuously measure results, build consensus faster, and implement organizational changes more quickly.

CIVICTechnologies, Inc.

CIVICTechnologies GIS solutions for business are a knowledge management source for use in developing one-on-one marketing programs, expanding business opportunities, and building customer loyalty. We start by asking what problems a company needs to solve and what objectives it wants to achieve. Does a company want to:

- Focus marketing and sales activities on the highest likelihood of sales penetration?
- Identify prospects whose buying characteristics match those of your best customers?
- Differentiate customers - including "best customers" and prospective customers - and to prioritize opportunities based on the revenue each represents?
- Utilize demographic segmentation to develop effective media and messaging programs tailored to micro-markets?
- Integrate marketing, sales, and operational activities as a result of a merger or acquisition?

We build either a customized GIS application or web service:

- Customer buying profiles: identify lifestyle segments that reflect people who buy your products and services.
- Customer market analysis: shows how deeply you are penetrating a market location compared to the potential of that area.
- Customer prospecting: identifies locations with prospects that best match the people who buy your products and services.
- Store prospecting: identifies the best places for locating a new outlet based upon your criteria.
- Sales analysis: compares the extent to which an area is over or undersold.
- Store market analysis: analyzes store locations including your competitors.

The key to our approach is lifestyle segmentation using ESRI's industry leading Tapestry model. Tapestry exploits the direct connection between human behavior and neighborhood structure. Lifestyle segmentation positions consumer attitudes, values, needs, and benefits and allows for cross comparisons between location and psychographics. Market intelligence using Tapestry is surgical in its accuracy, offering the ability to cross sell and up sell, to measure results from marketing, sales, and operations, and to apply customer feedback.

Public Library Solutions
CIVICTechnologies provides a full suite of web services, customized applications, and consulting services to comprehensively meet the GIS needs of public libraries.

CIVICTechnologies solutions provide a knowledge management system designed to assist public library decision makers focus collections development, strengthen advocacy planning, ensure access and equity, undertake cardholder development campaigns, prepare grant applications, site new facilities, address topical issues such as youth development and literacy training, calculate service indicators, evaluate service delivery, and support business patrons.

- LibraryDecision Planner: a GIS web subscription service that helps library administrators analyze, visualize, and interpret the relationships between community needs and library resources via a mapping tool that spatially displays data relationships. LibraryDecision Planner enables public librarians to evaluate how well they are meeting local needs (by branch service area and system-wide) and to plan service improvements. Demonstrations are available at www.librarydecision.com.

CIVICTechnologies, Inc.

- LibraryDecision MapsOnDemand: a custom mapping service targeted at small public libraries with one to three outlets, and library planning and building consultants. Using an order form, clients select from one to several customized maps to meet their specific mapping needs. Mapping categories include demographics, patron use patterns, population projections and current year population estimates, library service evaluation indicators, library service areas, and school population.

- BusinessDecision: is a database/GIS web subscription service for public library business patrons that need in-depth analysis. Unlike business-oriented databases that focus on business-to-business information, BusinessDecision Pro provides tools to help small and medium size enterprises find new customers and increase sales to existing customers. Library business patrons obtain a sophisticated GIS tool set and a wide range of consumer market data. BusinessDecision Pro includes demographic, market segmentation, and consumer spending information for site selection and location analysis; customer segmentation, profiling, and penetration; scanning new markets and customer prospecting; target marketing; media planning; and developing, planning, and analyzing franchise territories.

- Customized GIS applications and consulting services: CIVICTechnologies offers consulting services to address specific public library needs including the following:

  - User needs assessments
  - Demographic analysis
  - Market area analysis and patron development campaigns
  - Strategic planning
  - Service area planning
  - Community participation and consensus processes
  - Election campaigns
  - Site selection
  - Library use and patron analysis

Healthcare Solutions

CIVICTechnologies health care web services and customized applications help inpatient providers, outpatient providers, and transportation service providers succeed in a consumer-driven market. Our GIS solutions work in concert with existing data and information systems to accomplish important inventory, analysis, interpretation, and reporting tasks for business planning, business development and customer management, and physician and clinic development. CIVICTechnologies provides HIPPA compliant services.

- Business Planning: GIS for business planning assists decision-makers strike the balance between a visionary long-term plan and short-term accountability and results. GIS applications support a range of planning methods and visually analyze and compare different forecasting and modeling techniques.

  GIS planning capabilities helps decision makers identify competitive issues and threats, spot strategic opportunities, predict high demand service, target growth opportunities, develop service lines, redeploy non-productive resources, implement organizational changes, integrate strategic plans and facility resources, and manage facilities.

- Business development and customer management: GIS for business development

and customer management helps decision makers find new business, develop effective outreach and communication strategies, and improve stakeholder and community relations.

GIS solutions use information from a range of sources to build integrated databases that capture demographic information and utilization patterns, and track customers across the continuum of care. Segmentation modeling combines health demographics and provider data to differentiate customers - including "best customers" and prospective customers - and to prioritize opportunities based on the value each represents; and, helps craft targeted marketing campaigns to communicate with specific segments based upon their unique needs and preferences.

- Physician and practice development: GIS for physician and practice development helps decision makers build a mutually profitable provider/physician relationship. GIS solutions provide critical information to providers to increase physician business leading to more in-patient admissions and out-patient visits.

  GIS locates physicians and clinics in places with the best potential to increase business now and in the future, identifies places with high existing unmet market demand, predicts the location of future service line demand and quantifies growth and change, increases market penetration, helps re-deploy resources away from saturated areas, and targets services to meet unmet needs.

Livable Communities and Mobility Solutions
CIVICTechnologies livable communities and mobility solutions improve the quality of life in local communities and urban regions by helping public agencies address specific issues and integrating those issues across disciplines. CIVICTechnologies customized applications and web services include the following:

- Smart Growth Customized GIS Applications

  - Real estate development: Inventories and analyzes community resources to identify real estate development sites with the greatest potential for improving a community's livability including the locations of key infill development sites.

  - Land use/transit integration: Creates a livability index based upon a wide range of user-customized indicators that reflect local concerns including pedestrian and transit access, neighborhood services and resources, recreational facilities, special population needs, jobs, and economic development, among others.

  - Economic development: Integrates federal and state workforce investment programs with job training entities, regional industry clusters, local businesses, municipal economic development agencies, and transit providers in order to improve local economic competitiveness in the global marketplace.

  - Growth management: Supports growth management through the development of a carrying capacity analysis of residential, commercial, and industrial land use needed to support projected population growth.

- Mobility Customized GIS Applications

  - Non-motorized transportation planning: Plan transportation analysis zones and other small scale areas with the greatest potential for increasing pedestrian access and transit use.

  - Streetscape improvements: Locate the best places to construct streetscape and

CIVICTechnologies, Inc.

real estate improvements that enhance the pedestrian linkages between neighborhoods with high transit potential and the bus stops and transit stations that serve them, and to evaluate the effectiveness of these improvements.

- Transit market segmentation: Identify the locations of potential transit riders based upon the market segmentation profiles and client-tailored indicators.

- Way-finding: Create public way-finding systems to facilitate access in coastal and urban environments.

Partnerships and Strategic Alliances

- Environmental Systems Research Institute, Inc., (ESRI) Redlands, California
- The Library Corporation, Inwood, West Virginia
- GIS Information Systems, Liverpool, New York
- Metropolis New Media, Inc., San Jose, California
- DB Consulting, Los Angeles, California

Representative Clients

California Hospital Medical Center, Los Angeles, California

Chapman University, Orange, California

City of Redlands, California

Clark County Public Library, Ohio

County of Los Angeles Public Library

Gateway Cities Council of Governments

Glendale Public Library, California

Glendale Fire Department, California

Forsyth County Public Library, Georgia

Fort Bend Public Library, Texas

Gwinnett County Public Library, Georgia

Harris County Public Library, Texas

Houston Public Library, Texas

Los Angeles County Metropolitan Transportation Authority (MTA)Orange County Library System, Florida

Medical Transportation Management, Inc.

Orange County Transportation Authority

San Bernardino Associated Governments (SANBAG)

San Diego Public Library

San Jose Public Library, California

Solano, Napa, and Partners Library Consortium (SNAP), California

Southern California Association of Governments (SCAG)

Sno-Isle Libraries, Marysville, Washington

State of California Department of Transportation (Caltrans)

Ownership   Privately held

Executive Management   Marc Futterman, president & CEO, chairman of the board
Mayee Salgado, vice president, operations & CTO

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