

Location Analytics for the Banking Sector Using ArcGIS Platform

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Bank Marketing Association of the Philippines
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The background features a stylized map with a grid of streets and various colored circular markers (red, green, blue, purple) scattered across it. Some markers contain numbers, such as 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15. The map is overlaid on a blue gradient background with a geometric pattern of triangles and squares.

GE  **DATA**
SYSTEMS TECHNOLOGIES, INC.



Who We Are

Premier provider of
intelligent mapping and
spatial analytics
solutions in the
Philippines



27 years



Sole
Authorized
Philippine
Distributor



esri

Official
Distributor

Provision of Design
and Development of
Projects using GIS
and Mapping
Solutions

Sales and Marketing
of GIS Platform and
Geospatial Content

Core Competencie



Provision of Training
and Technical Support

Provision of Survey
and Mapping Services

Location Analytics for the Banking Sector Using ArcGIS Platform

HOW IS YOUR BUSINESS DOING?

CUSTOMER RETENTION

MAINTAINING CLIENT
SATISFACTION

CHANGING CONSUMER
BEHAVIOR

DIVERGING
DEMOGRAPHICS



BRANCH UTILIZATION

BALANCING SERVICE
TERRITORIES

ATM NETWORK MANAGEMENT

SUSTAINING PROFITABILITY



TIGHTER CREDIT MARKETS

COMPETITIVE PRESSURE

CONSTANT OPERATIONAL
SCRUTINY

DEMANDING BETTER
FORECAST





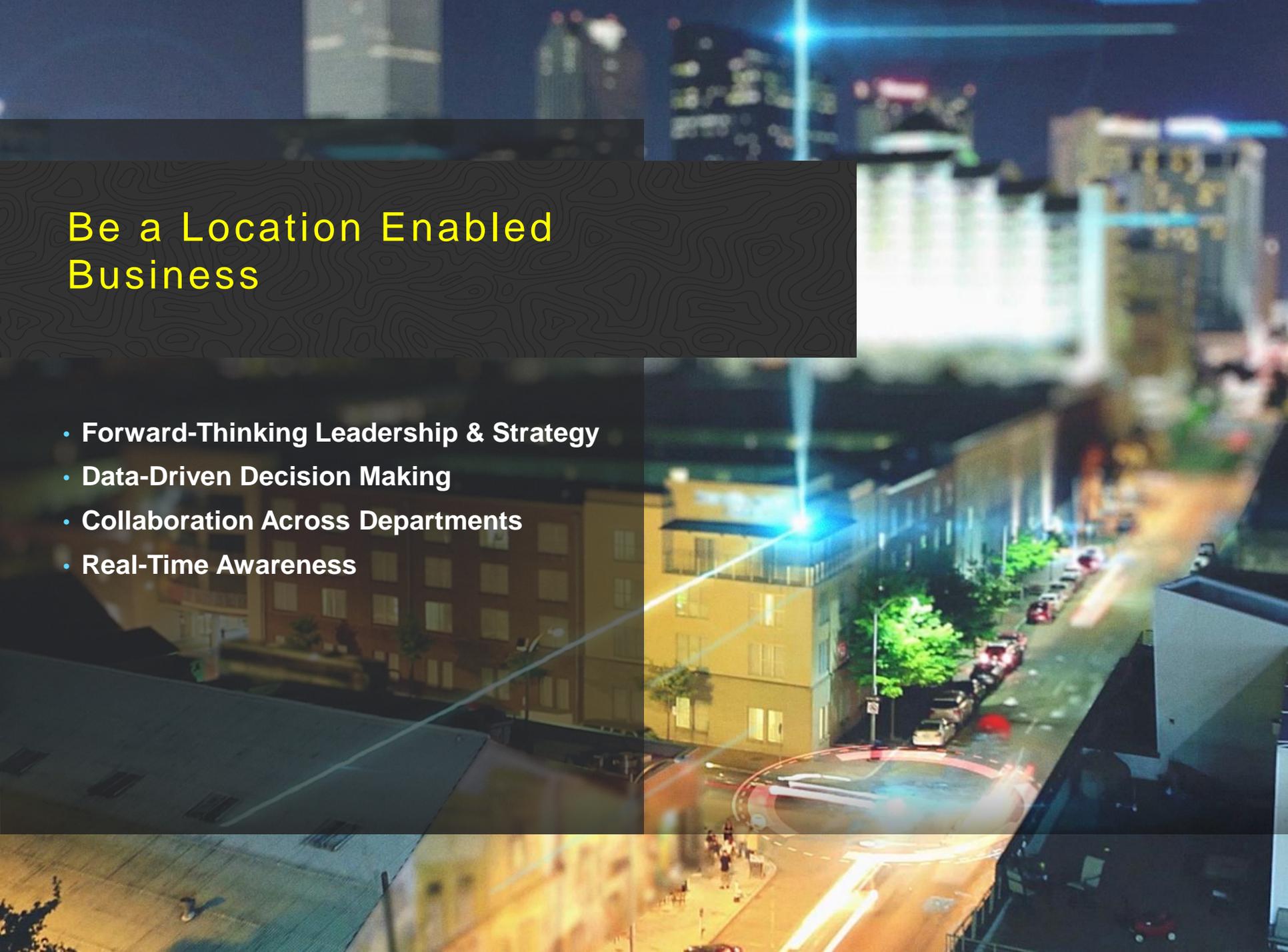
Our World Is Evolving

Undergoing a Massive
Digital
Transformation

Consumerization of
Community

The New Normal

WHAT IF YOU COULD UNDERSTAND THE IMPACT
OF DECISIONS, DESIGN YOUR CUSTOMER, AND YOUR
PERFORMANCE MEASUREMENT?

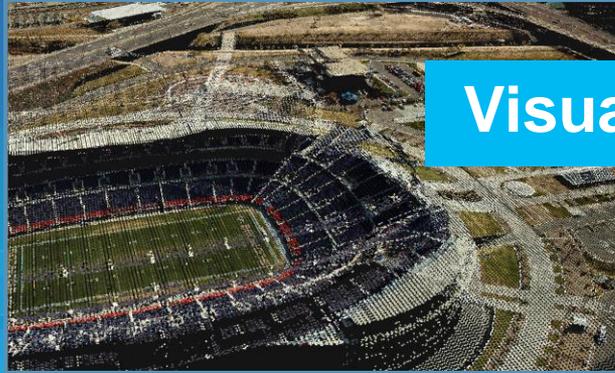


Be a Location Enabled Business

- **Forward-Thinking Leadership & Strategy**
- **Data-Driven Decision Making**
- **Collaboration Across Departments**
- **Real-Time Awareness**

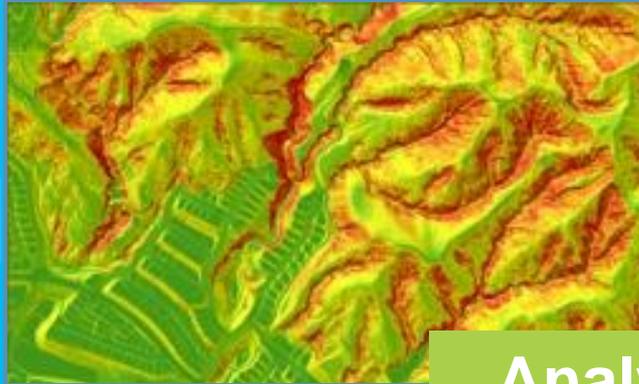
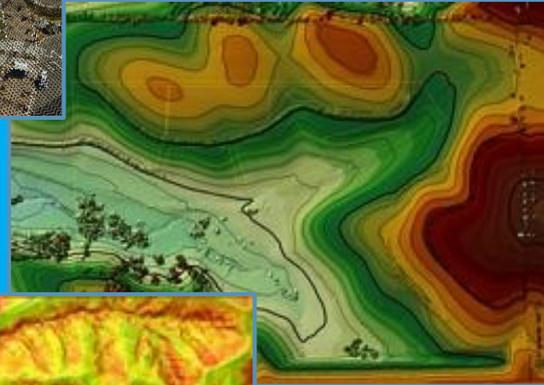
What is GIS?

The background is a vibrant blue gradient with a subtle grid of hexagons. Scattered throughout are various 3D geometric shapes, including cubes and hexagons, in shades of green, yellow, red, and blue. Some shapes are solid, while others are hollow outlines. The overall aesthetic is modern and technological.



Visualization

Data Management



Analysis

Location is Crucial

All the Information you Collect, Analyze and Report Has a Location

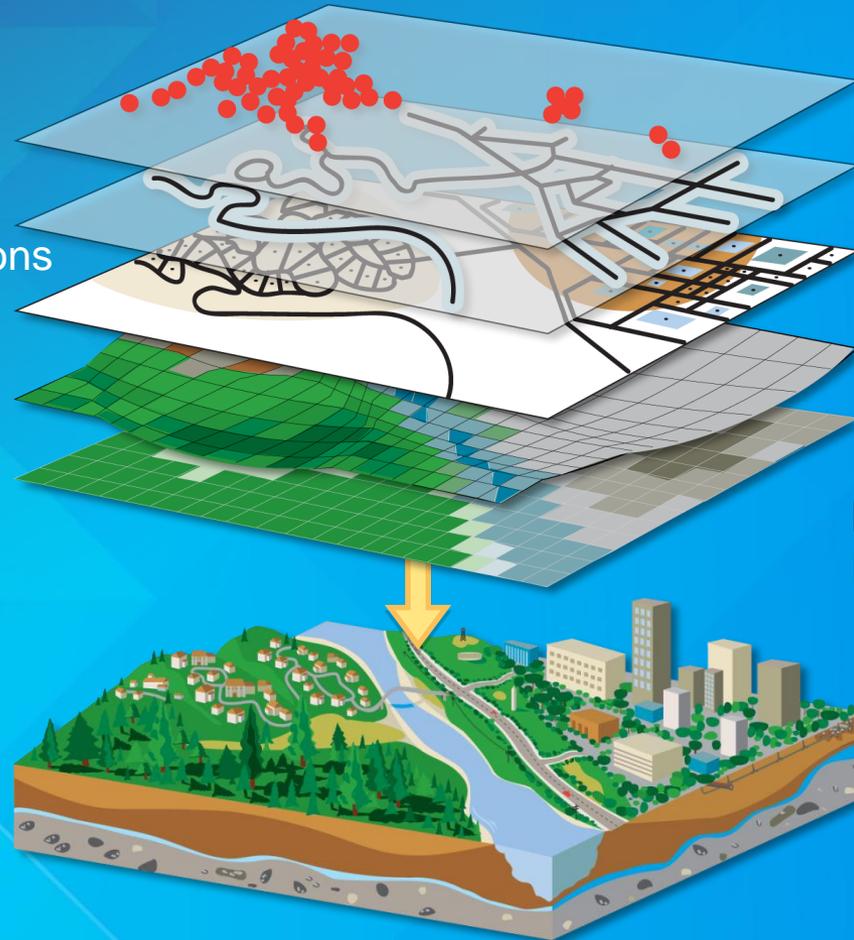
Customers

Streets and Roads

Branch and ATM locations

Terrain Features

Demographic data



Location is the Common Element Among All Data

GIS Integrates Data



MARKET DATA

Prospects
Real Estate
Demographics
Competition
Consumer Lifestyle



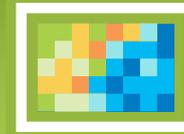
SALES DATA

Products/Services
Client Locations
MCIF Data
Revenue Data
Client Locations



ADMIN BOUNDARIES

Trade Areas
Service Areas
Branch Territories
Zip
Census

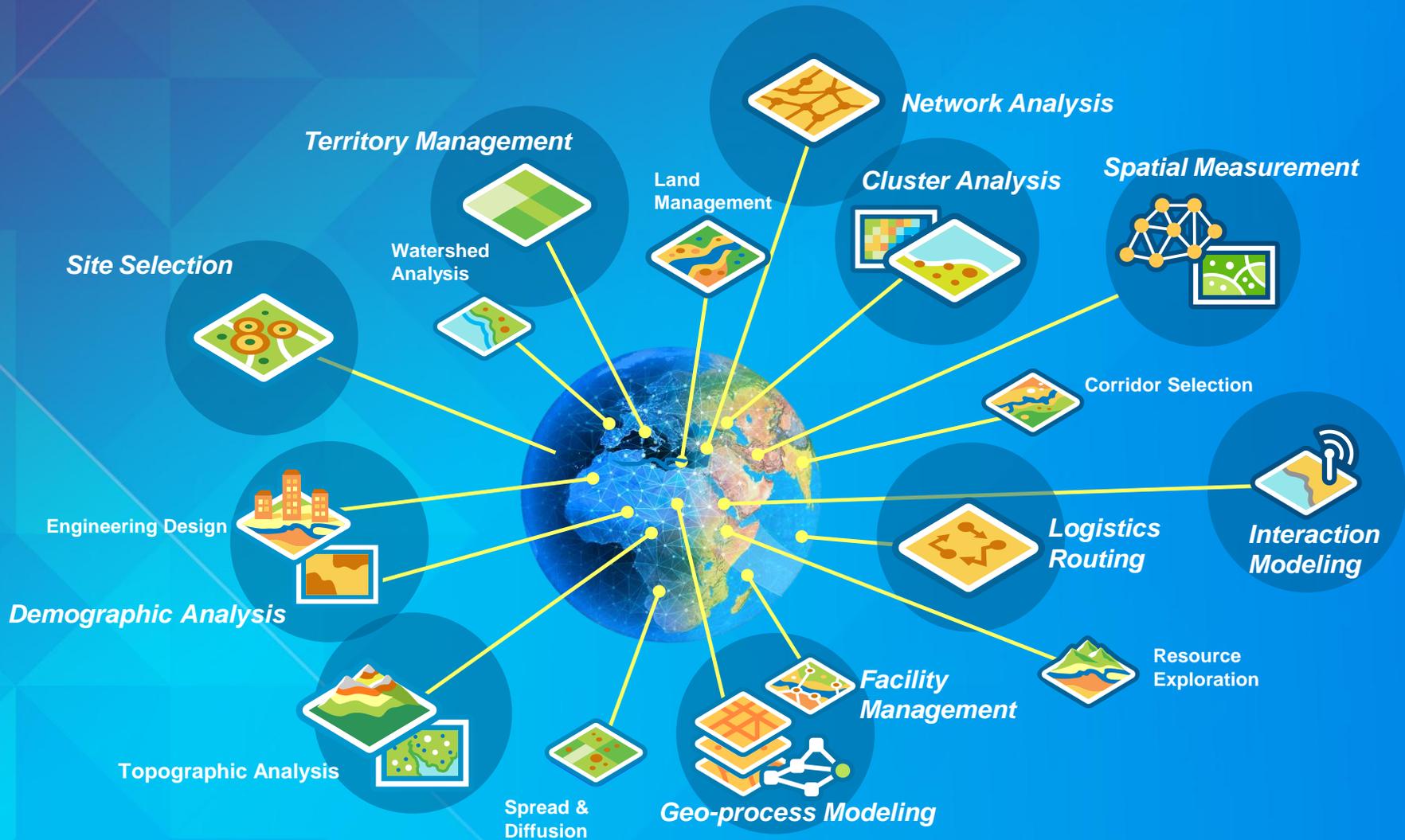


INFRA/FACILITIES

Roads
Buildings
Branch Locations
ATM Locations
Corp. Facilities

GIS is being Applied Around the World

Across many business problems and disciplines

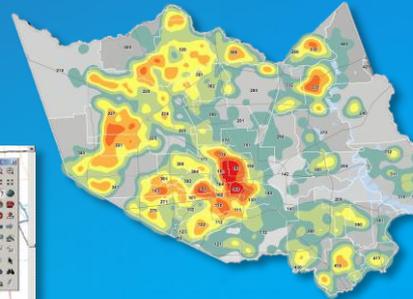
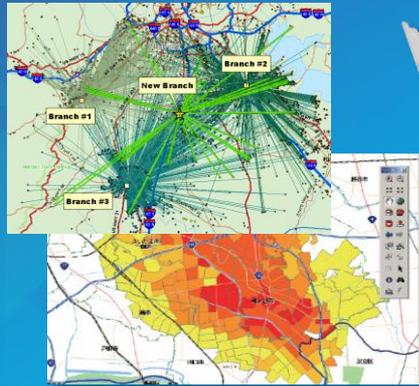


Territory Management



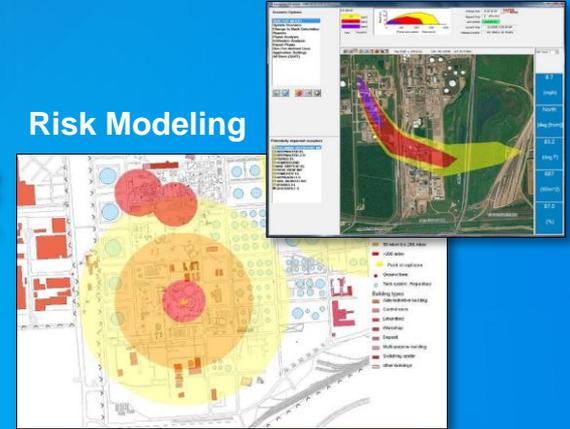
Pennsylvania

Site Selection



Sales Density
Houston HCAD

Risk Modeling



Spatial Data Mining

Suitability Analysis



Heat Mapping

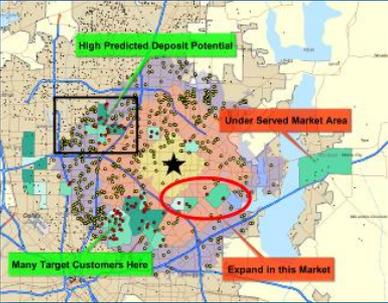


Business
Continuity

Supply Chain Assessment

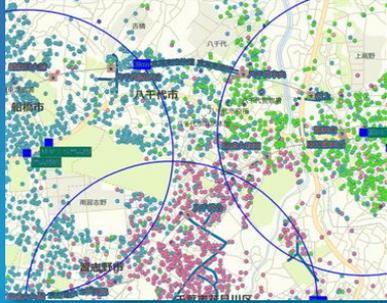


USA



Market Analysis

Market Segmentation

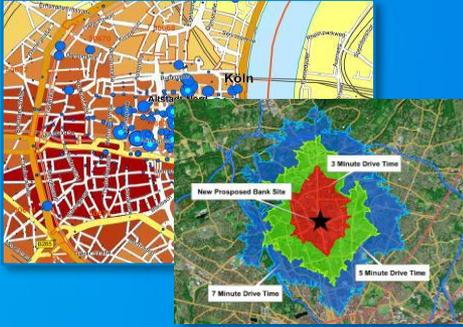


Japan

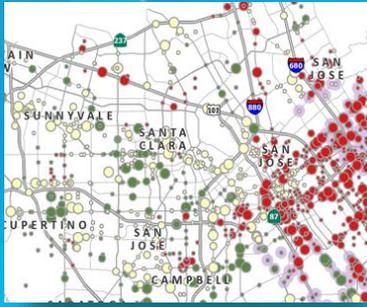


Population Modeling
Oakland

Customer Modelling

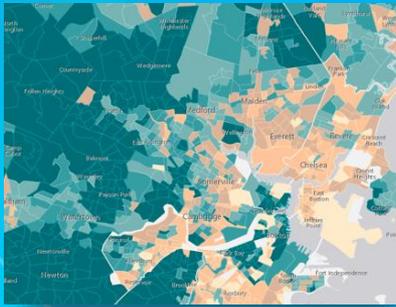


Vulnerable Populations



Santa Clara

Income Inequality



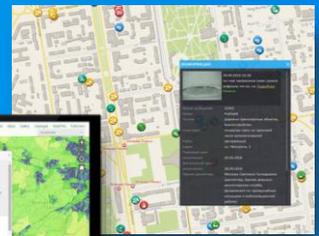
Boston

Urban Growth



USA

Citizen Feedback



Novosibirsk,
Russia

Citizen Portal



Ireland

A Complete Location Platform

Providing mapping, analysis, data management and collaboration

Data Management

Collect, organize, and exchange data

Analysis and Planning

Transform data into actionable information

Field Mobility

Get data into and out of the field

Visualization (Operational Awareness)

Disseminate information where and when it is needed

Stakeholder Engagement

Collaborate with stakeholders

Location Enablement

Enhance business systems with location

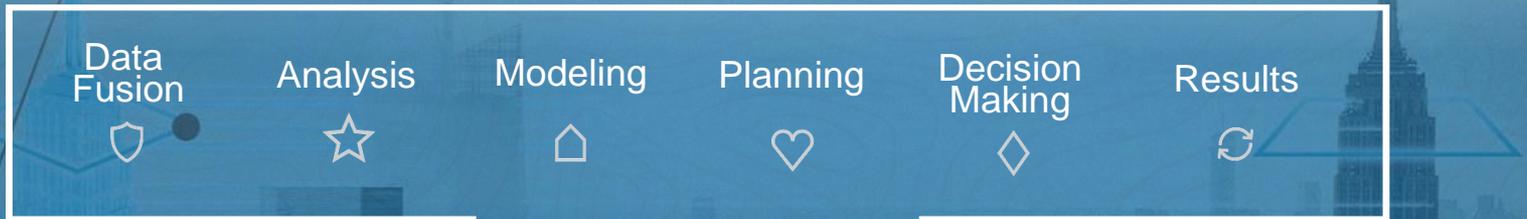
Complete and Integrated Workflows

GIS for Banking



ENABLE FINANCIAL INSTITUTIONS TO PROFIT

Creating a Process for Guiding Business Activities

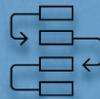


Customer Profiling	Demographics	Selecting Locations	Assessing Competitive Threats
Market Segmentation	Devising Customer Retention Plans		Creating Revenue Forecasts
Identifying Market Gaps	Optimizing product Mix	Assessing and Managing Risk	Improving Market Activities

Manage Markets and Opportunities



**Market
Potential**
REVIEW



**Product
Performance**
IMPROVEMENT



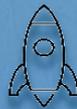
**Site Location
& Service Mix**
OPTIMIZATION



**Balancing
Branches**
& NETWORKS



Market Returns
IMPROVEMENT



**Forecasting
Revenues &
Profits**



**Managing
Portfolio to
Maximize Returns**

GIS Applications to Banking

Network Planning



- Enhance strategy for branch site selection
- Analyze proper balance of banking center's per market
- Increase visibility and collaboration into scheduling, budgeting, planning and decision making
- More efficient development projects based on new discipline or redesigned processes

Operations



- Analyze Markets
- Profile Customers
- Evaluate Market Potential
- Supply Chain Management
- Business Continuity Planning
- Analyze Consumer Buying Behavior

Marketing



- Market / Customer Research
- Decrease risk of losing best customers to competitors
- Increase ROI on market spend
- Evaluate Advertising Effectiveness
- Apply the right marketing strategy to the right customer

Risk Management



- Quantify risk within portfolio using socio-economic and hazard data
- Analyze risk by localized market conditions
- Perform analytics on perspective commercial loans
- Understand impact of natural disaster on portfolio

Performance Management



- Identify patterns by visualizing KPIs on a map
- Visualize performance by location, by product
- Create efficiency in supply chain
- Rank Branch by Type and Merchandise mix

Product Development



- Analyze Trade Areas
- Forecast Sales
- Analyze Demographics
- Segment by Customer type
- Model Branch Customers



ArcGIS is a Complete Location Platform

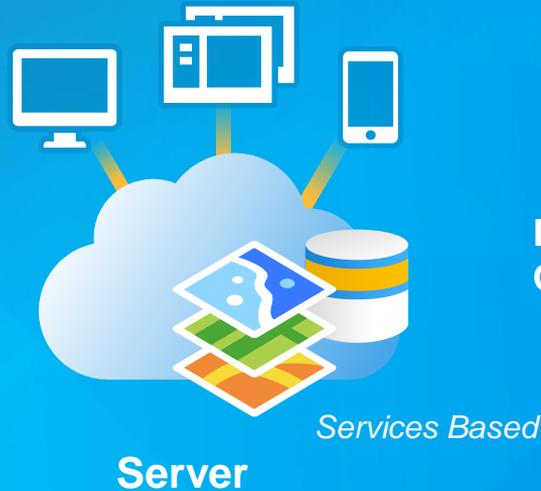
ArcGIS enables **everyone** to easily discover, use, make, and share maps from any device, anywhere, anytime.

ArcGIS

A Complete Web GIS Platform

A System for Managing
and Applying Geographic
Information

Web GIS



Deployable On-Premises,
Online and Hybrid

Open

Supporting Individuals, Organizations and Communities

ArcGIS Enables New Types of Collaboration

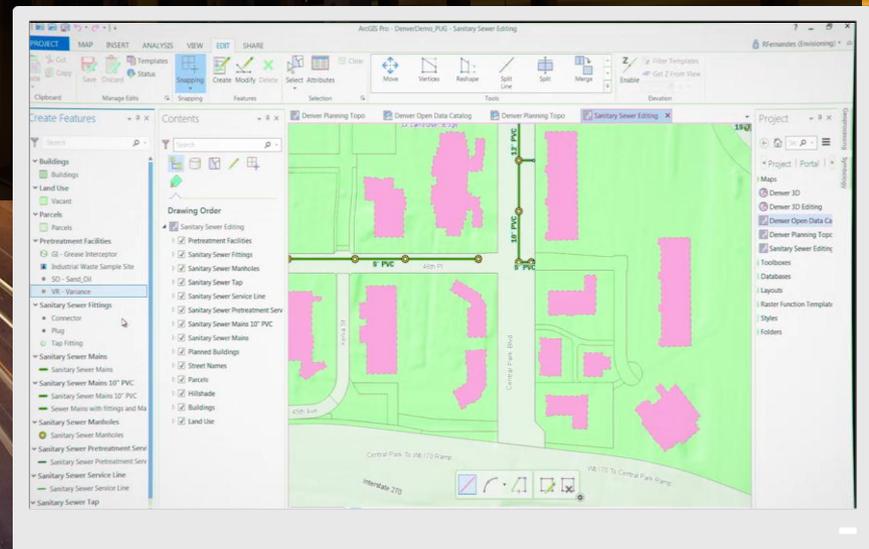
Connecting Individuals, Organizations and Communities





ArcGIS Pro

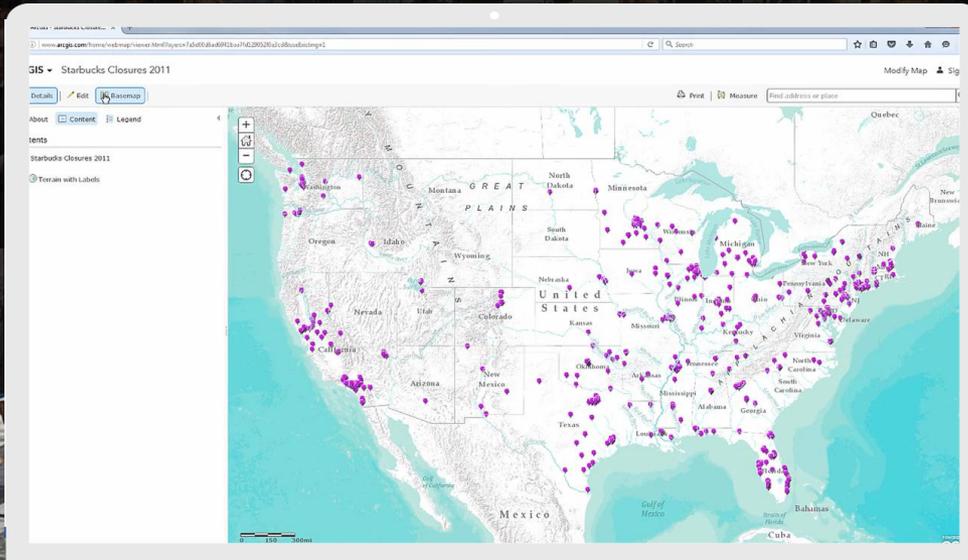
- Esri's next-generation, flagship, 64-bit desktop GIS product.
- Visualize and display your data in 2D and 3D maps
- Use geoprocessing tools and models to solve spatial problems.
- Share maps, data, analysis, and solutions.

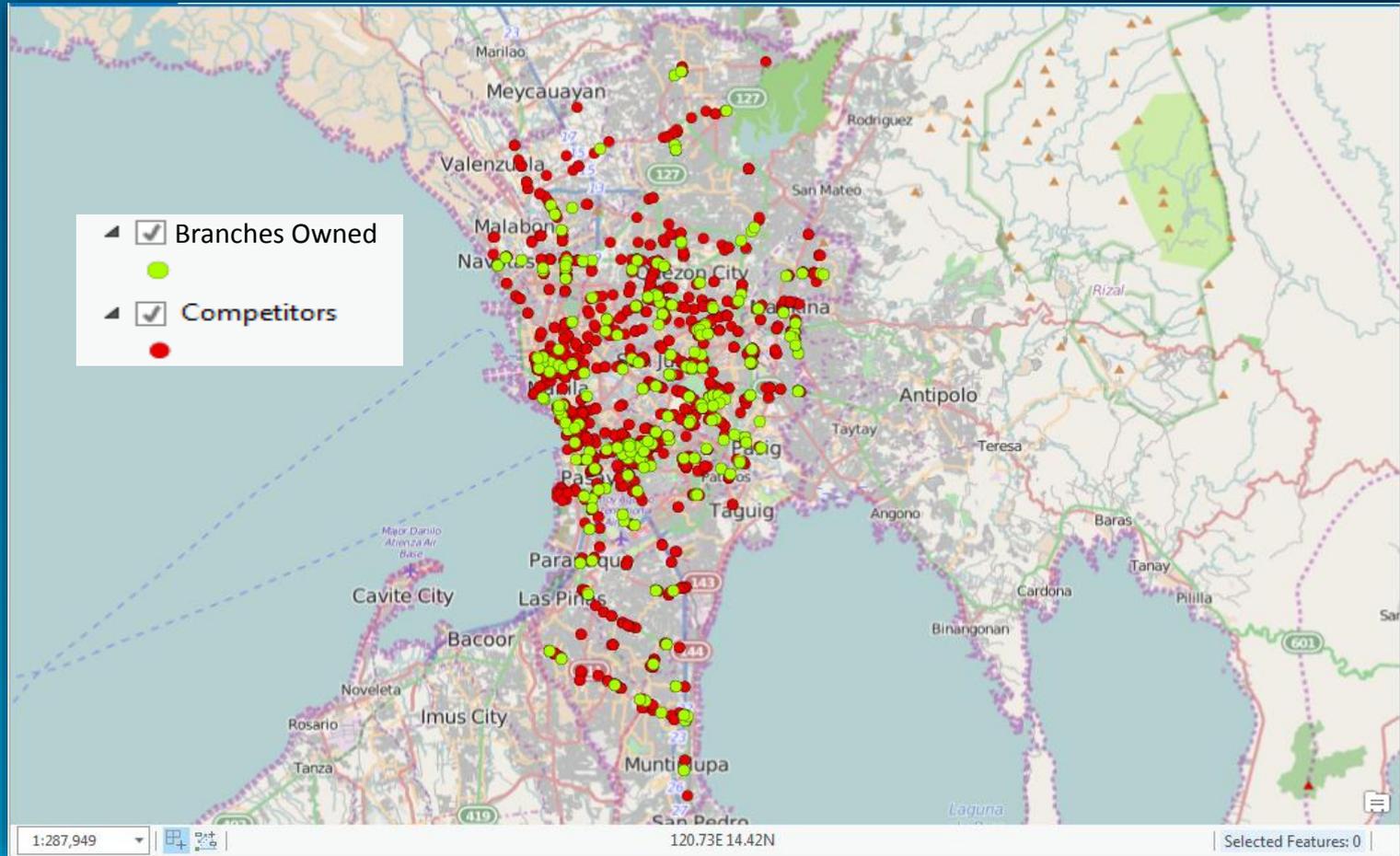




ArcGIS Enterprise

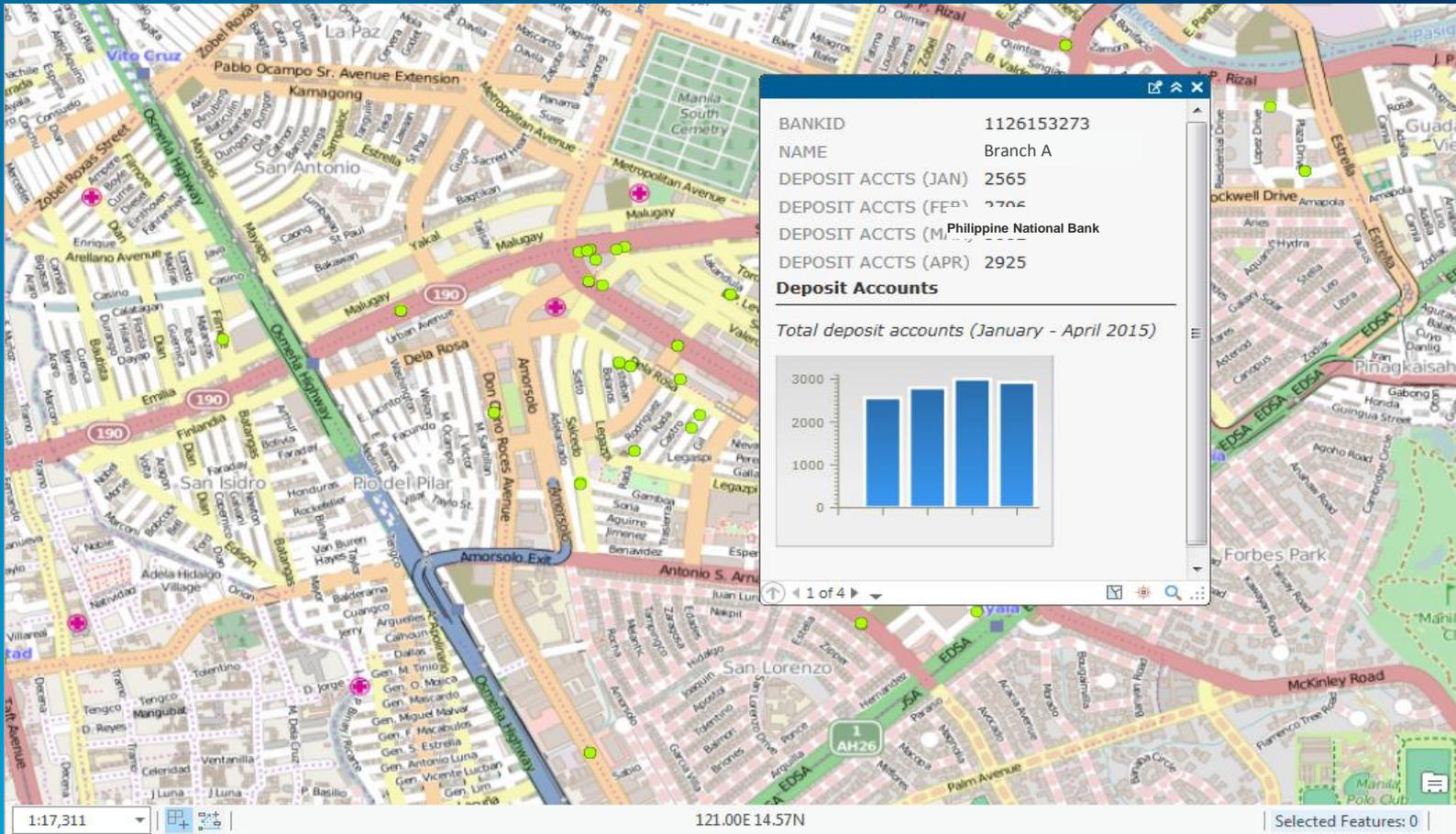
- Full-featured mapping and analytics platform
- A smart GIS that integrates everything to help make and share data-driven decisions.





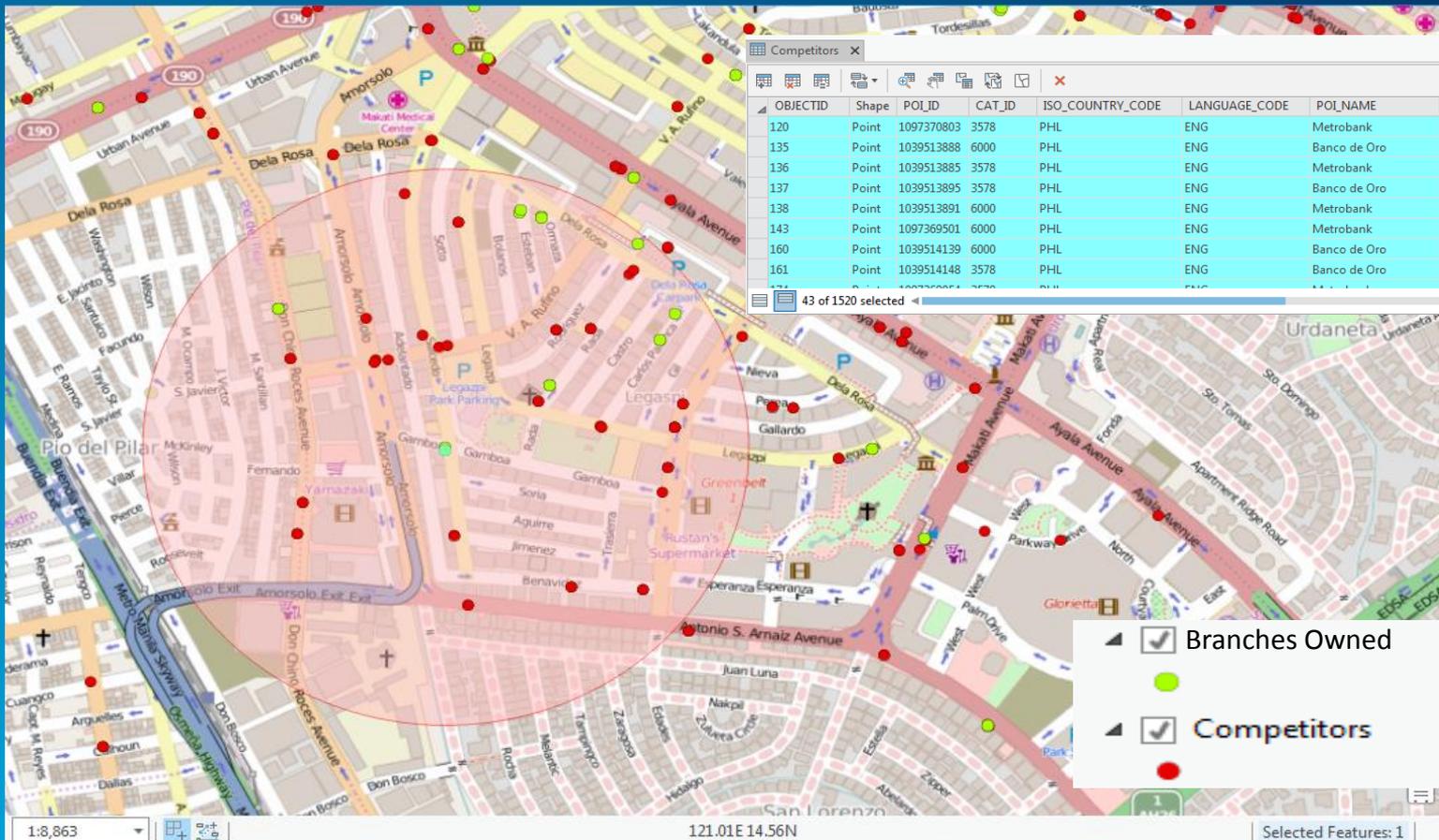
Visualization

Plotting bank locations on the map



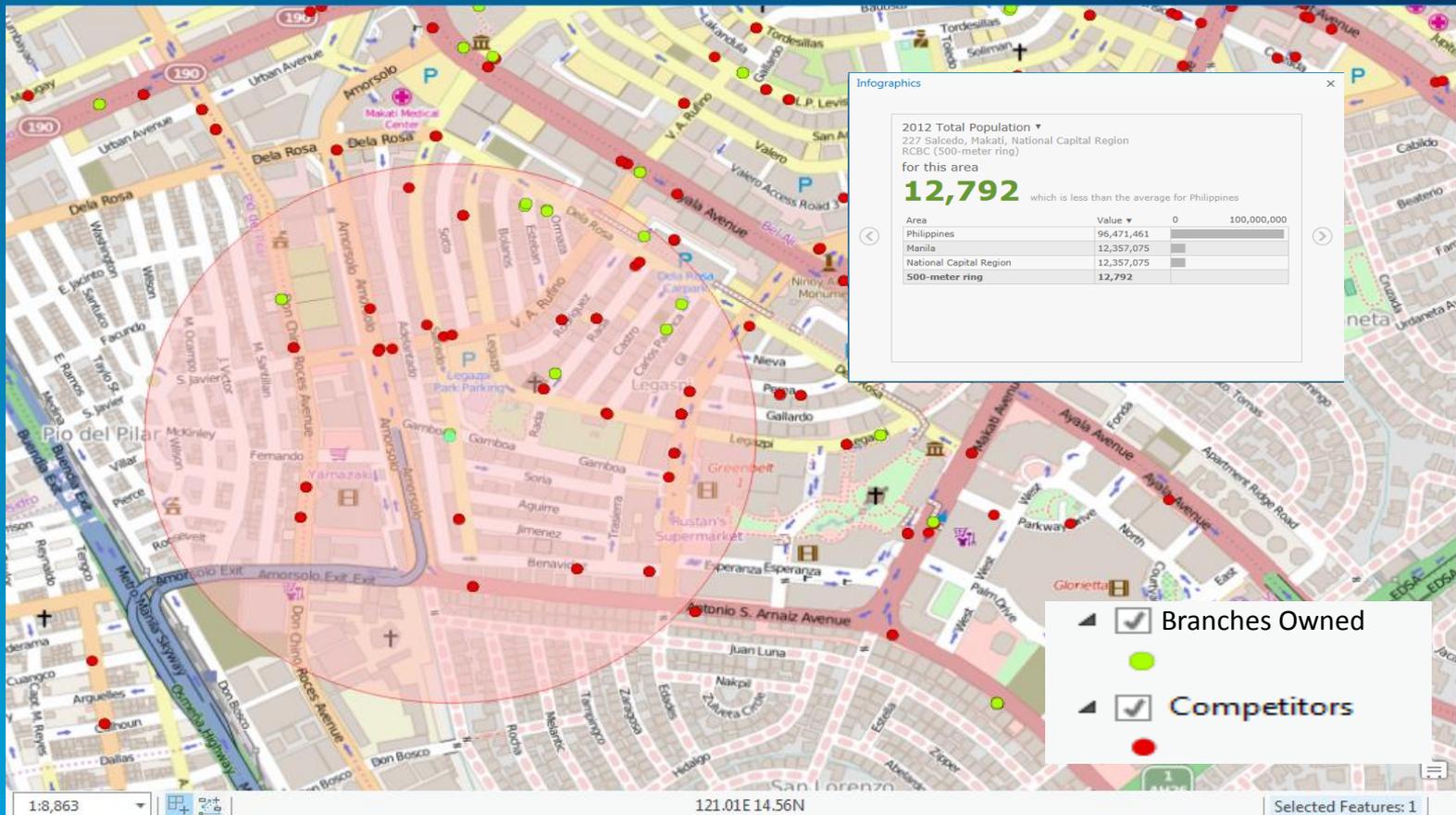
Visualization

Display information about your data as pop-ups and charts



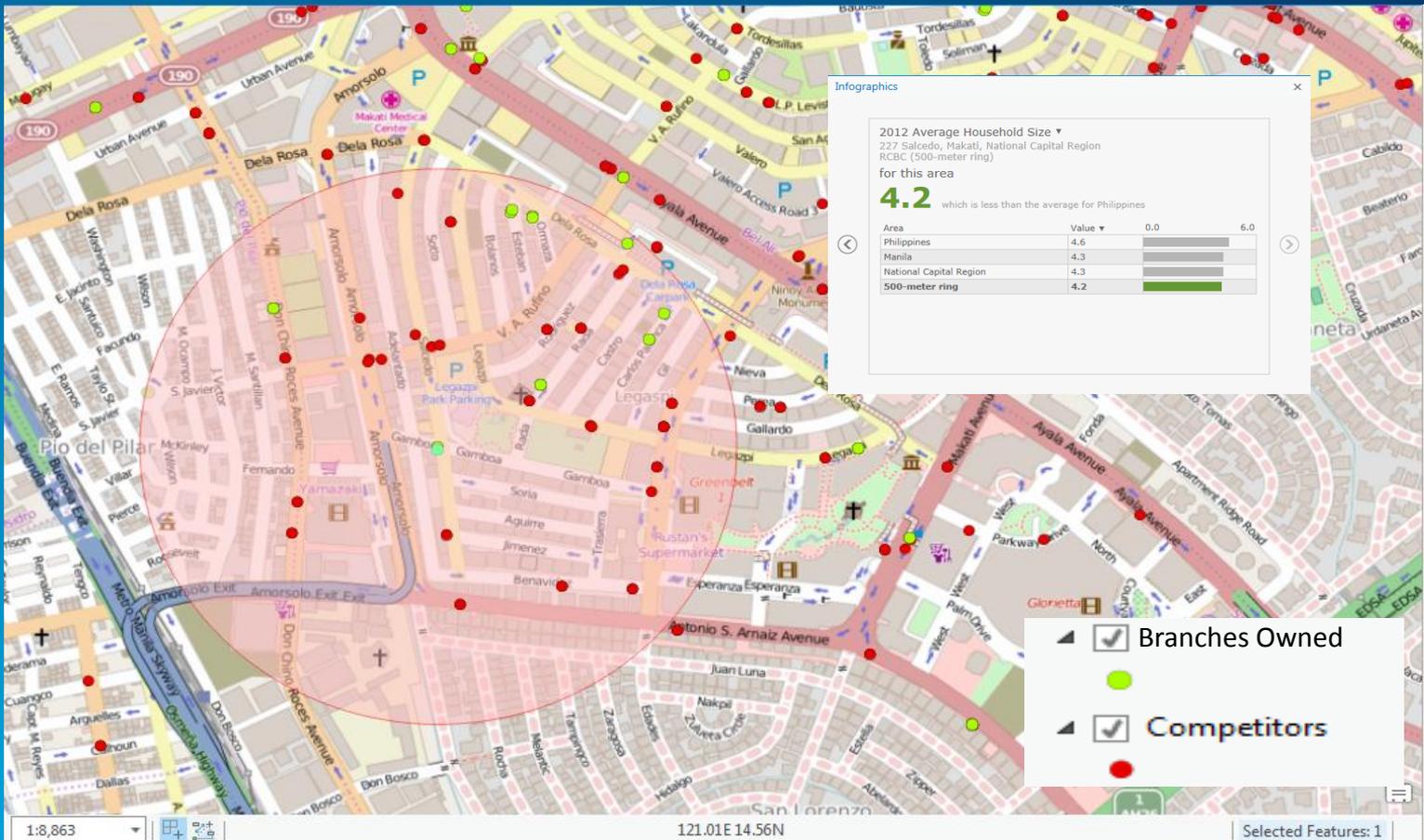
Proximity Analysis

Analyzing competitor presence within 500m from selected branch



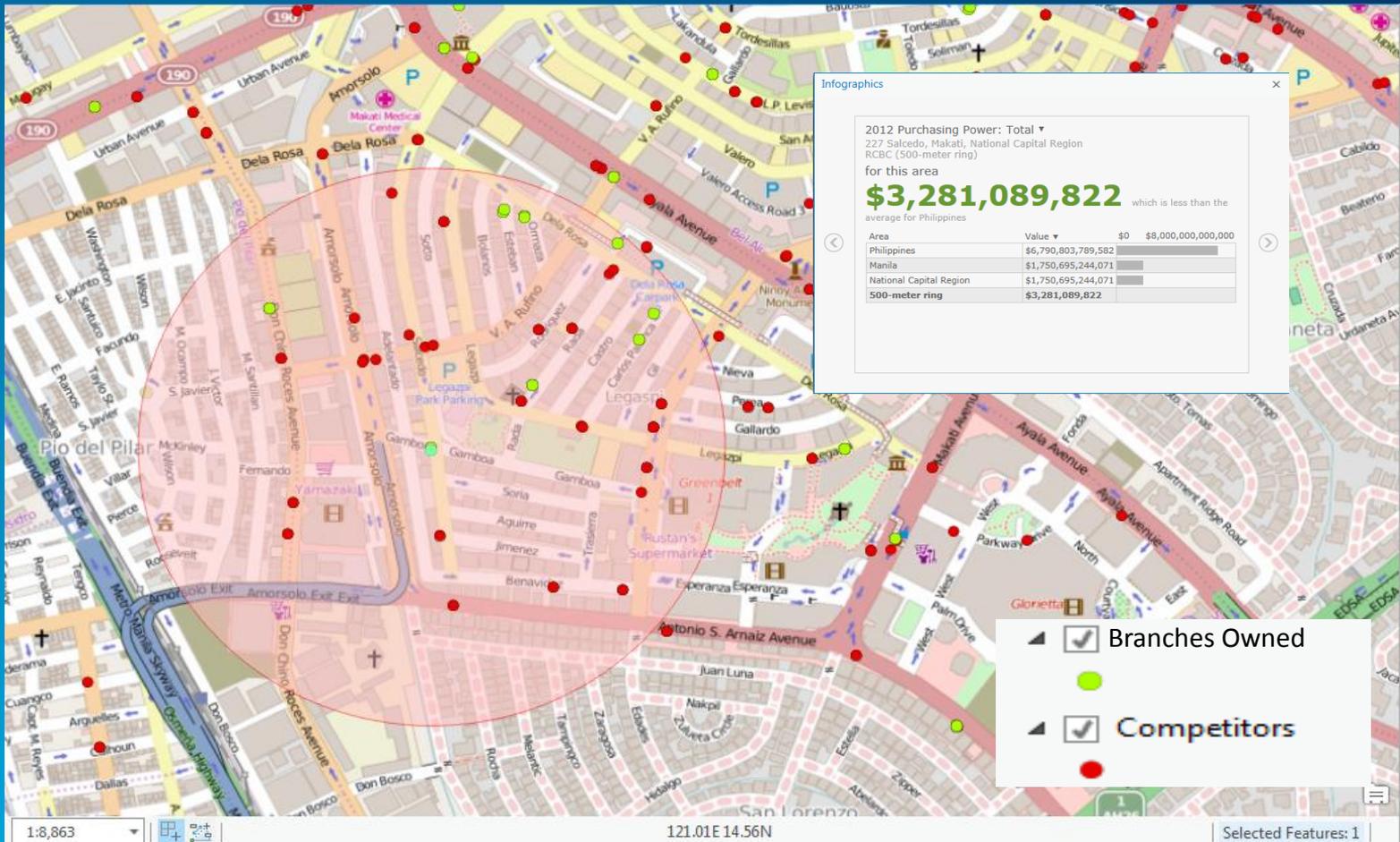
Proximity Analysis

Demographic analysis of the area within 500 m from selected branch



Proximity Analysis

Demographic analysis of the area within 500 m from selected branch



Proximity Analysis

Demographic analysis of the area within 500 m from selected branch

ArcGIS Capabilities Are Advancing



Content

Open

Mapping

Data Management

Spatial Analysis

Imagery

Data Exploration

Real-Time

3D

Visualization

Apps

GIS Innovation

Big Data

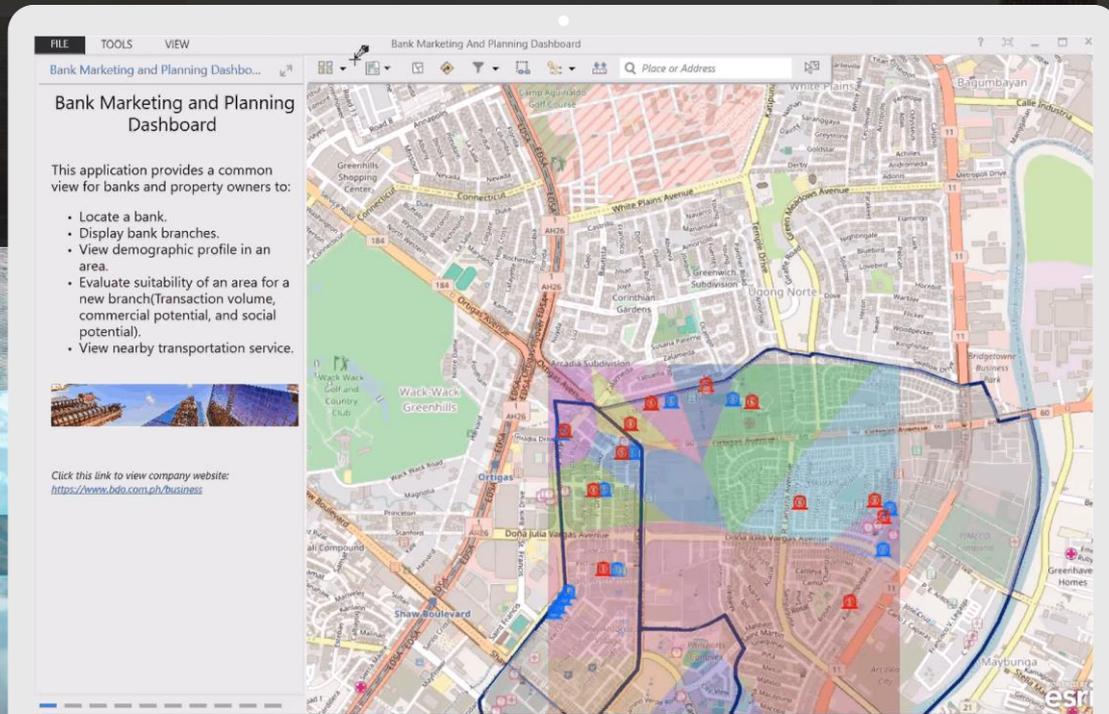
ArcGIS

Integrates and Leverages Many Trends



Dashboard Application

- Locate a bank
- Display bank branches
- View demographic profile in an area
- Evaluate suitability of an area for a new branch
- View nearby transportation service
- View competitors in an area
- Know susceptibility of an area to hazard



GIVE YOUR DATA A PURPOSE

Thank You

