

Boost your retail network performance.

Easily harness analytical power with Ni2.

Ni2, our network planning software, utilizes our globally renowned network analytics to allow you to quickly benchmark and analyze brand and dealer performance. The user-friendly software will help you uncover the source of an underperforming network. And if you determine the poor performance is due to the structure of your network, Ni2 will guide you, step by step, to network optimization.

A truly global network planning tool, Ni2 will also help you identify the optimal number and location of dealerships, using our unique 8-step analytical methodology. Already embedded in the tool, the methodology includes the algorithm for identifying the optimal number and location of dealerships in any given market.

Complete with powerful mapping and reporting capabilities, as well as advanced “what if” scenario planning, Ni2 is indispensable for clients that regularly execute market studies. The tool generates network studies efficiently and delivers results in an intuitive, impactful way.

Easy to use, yet so powerful.

Traditionally, the big problem with network planning tools has been striking the balance between powerful analytical functionality and an easy-to-use interface. Ni2 was designed with this in mind. In fact, Ni2 can repeatedly perform complex analysis, in just a few clicks. Training and required expertise is kept to a minimum.

▶ MAXIMIZE SALES, PROFITS AND MARKET SHARE:

- Performance measurement reports compare your network against local competition
- Network optimization and other scientific analytical tools pinpoint strengths, weaknesses, threats and opportunities
- Market comparisons and solutions are provided for several different network scenarios

▶ ADVANTAGE YOU:

Ni2 can help you turn your retail network into a competitive advantage. Our software can help you solve your toughest business challenges and determine the best way for you to profit from the information you uncover.

Rich features help you optimize your network:

- Strong GIS capability allows for spatial analysis
- Full automation of tasks makes your job easy
- Undo, redo and update analysis in a couple of clicks
- Familiar user interface is naturally intuitive

▶ Learn more about how Urban Science can help you boost your retail network performance.

Get moving now at urbanscience.com.

Key advantages

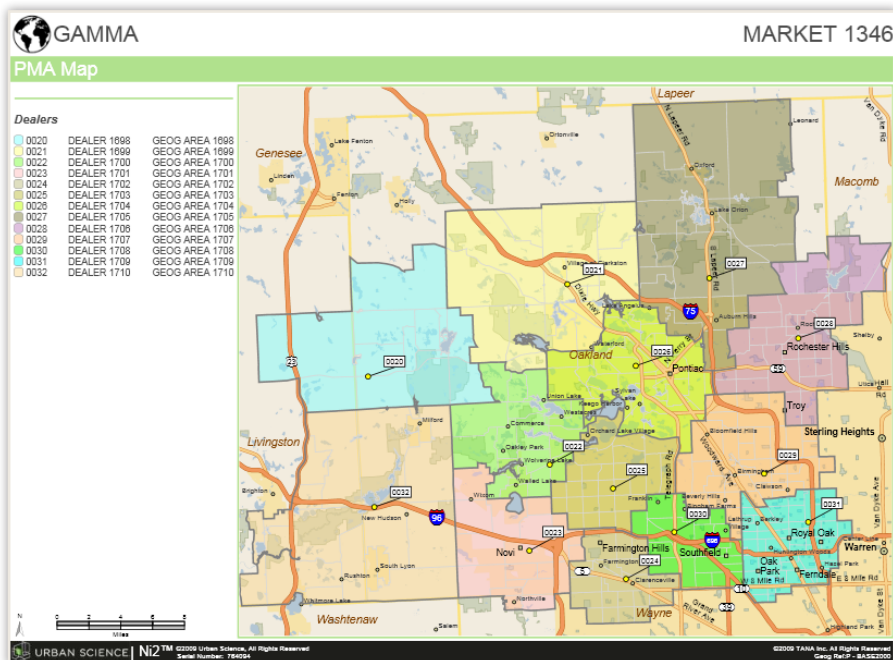
High-Performance Automation and Wizards

Rapidly generate powerful analysis, including charts, reports and maps, in a matter of seconds with advanced automation, including:

- “On-the-fly” product configuration is provided for all products
- A familiar software interface for ease of use
- Automatic regeneration of analysis after changes to network scenarios
- Undo and redo changes and actions
- One click PowerPoint export to present or email your findings to colleagues

Wizards provide a quick start to get analysis with minimal clicks, including:

- 1-2-3 Wizard streamlines network analysis
- Powerful optimization wizard plans the most efficient network structure in a few easy steps
- An impact wizard guides you through the process of calculating projected sales for your new points



Ni2 combines all maps, charts, and reports into a study container for easy viewing and retrieval.

INCREASED PRODUCTIVITY

With streamlined reports, you can make decisions faster with less time spent researching data

INTUITIVE SOLUTIONS

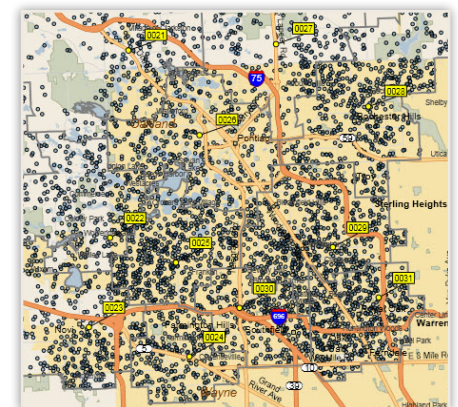
Clear and concise interface provides you with direct access to information and simple navigation

INTEGRATED ORGANIZATION

The built-in container packages all parts of the study, including scenarios and products, into one organized file

POWERFUL COMMUNICATIONS

Impactful and intelligent presentations display results clearly



Ni2 mapping provides flexibility to display map data enhanced with satellite images, travel distance zones and annotations.

Contact a Representative

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