

IRVINE, CA, October 30, 2014 /**24-7PressRelease**/ -- [GbBIS](#), an industry leader in geography-based business information solutions, introduces [20/20iSite](#)

, a comprehensive, small-business-to-enterprise level web application for managing location analysis and site selection. 20/20iSite reflects 28 years of helping customers better manage their organizations, whether its retail, restaurants, logistics, healthcare, insurance, banking, franchise or government organizations, by making better site decisions. The visual nature and interactive elements of 20/20iSite make it easier for users to understand complex spatial relationships.

Two major advantages that [20/20iSite](#) offers to its business customers include:

1-Spatial Advantage: Discover and understand the impact of the location of stores, customers and competitors. Customer behavior is influenced by proximity between stores, competitors, where they live and work. Often, the true nature of customer behavior is revealed with the consideration of proximity. At times the reverse weighing of customers by distance helps establish correlations between demographics and sales. The Spatial Advantage of 20/20iSite makes discovery of these impacts easy through visualization.

2-Custom Business Model: Users have the advantage of custom adaptation to the specific needs of their business. Each user can customize their application according to the tools they want with the data they need.

According to Dan Olatin, CEO of GbBIS, "[20/20iSite](#) is a highly intuitive, interactive application for discovering the relationships between customers, competitors, market potential, trade areas, sites and more." He adds, "A critical collection of tools, data and models that are easy to apply, transitioning discovery into understanding, 20/20iSite empowers its customers with the ability to apply this understanding into executable plans and actions."

Some of the profiling, analysis and forecasting capabilities available with [20/20iSite](#) include:

1- Customer profiling, household analysis, proximity analysis 2- Trade area potential, opportunity zones 3- Data management, system connectivity 4- Businesses: profiling, proximity analysis 5- Site profiling, neighborhood analysis, forecasting 6- Modeling: 5-10 year development plans 7- Distributable: digital maps, data bases, reports 8- Competitors: location, proximity analysis

GbBIS Introduces 20/20iSite: Location Analysis Site Location Tool

Written by Australian Business

To get more information about [20/20iSite](#) , contact GbBIS at sales@gbbis.com or 1-877-447-6277 for a complimentary review and a webinar personalized to your interests, objectives, budget and business model.

About GbBISGbBIS, a division of Intelligent Direct Inc. is a leading provider of business information solutions, providing the tools businesses need to find success. GbBIS has 28 years of experience implementing business information solutions, offering a variety of data, innovative project consulting, and customized information services. During that time, GbBIS has delivered over 100,000 projects to clients from the US, Canada, and Worldwide. Today, GbBIS maintains a relationship with nearly 100% of the Fortune 500 Companies. GbBIS also offers support through a family of web sites, including [gbbis.com](#) , [mapsales.com](#) , [MarketMAPS.com](#) , [DeliveryMAPS.com](#)

and

[SalesTerritory.com](#)

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