

IRVINE, CA, November 19, 2014 /24-7PressRelease/ -- [GbBIS](#), an industry leader in geography-based business information solutions for 28 years, offers interactive web applications to help businesses create and manage their franchise territories.

[GbBIS Franchise Web Apps](#)

can be customized to meet client's specific requirements. GbBIS offers clients the most up-to-date demographic, geographic and location data. This Data can be viewed on interactive maps so that clients can compare territory performance with visual bar graphs and identify what demographic factors separate high-performing territories from the rest.

Some of the features [Franchise Territory Web Applications](#) offer include:

Create, Edit and Analyze Franchise Territories: Clients can edit and manage franchise territories, adding customer and competitor overlays, allowing their business to keep up with the ever-changing quantity of employees, key customers, and competitors in their area. Identifying demographic variables behind their highest-performing territories helps clients optimize their franchise territories.

Manage, Align and Optimize Territories with Ease: GbBIS Franchise Territory Web Apps help clients manage the status of a territory (is it available, pending, sold....) to help them align and outline optimal franchise territories that fit their business model. Clients visualize key information such as sales and customer data in a geographic environment to optimize their territories.

Site Analysis: Clients consider crucial site analysis information like customer profiling, site evaluation, forecasting and cannibalization to analyze and select franchise sites.

Demographics, Geographic & Custom Reports: Clients download comprehensive statistics of reports which are updated monthly. These reports include demographic information, geographic area information, crime risk reports, postal geography information, driving times as well as custom reports specific to any business management needs.

According to Dan Olatin, CEO of GbBIS, "Many franchises are looking to grow, adding territories all across the USA, Canada and around the world. [Franchise Territory Web Apps](#) help franchise owners visualize data and manage expanding geographical areas." He adds, "GbBIS clients use these apps to help them design effective franchise territories, as well as manage the licensing process. They maximize revenue whether they are located in 5 cities or

GbBIS Offers Interactive Franchise Territory Management Web Applications

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500 cities."

Businesses interested in acquiring solutions for [Franchise Territory Management](#) should schedule a meeting with Theresa Bordas, National Client Services Manager, at 1-877-447-6277 or ordas@gbbis.com and visit [GbBIS](#).

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](#). For additional information, visit these web sites or visit [GbBIS](#) and call 1-877-447-MAPS (6277).