

On the road to success

European Network Planning with PTV Map&Market and DDS data

"Our strategic goal is to become Europe's leading supplier of tyres and automotive services. To accomplish these ambitious goals we have joined forces with the national markets and their networks covering branch offices and franchise partners," says Thomas Nacke of ContiTrade. He is responsible for ContiTrade's franchise business and the expansion of the service network across Europe. ContiTrade belongs to the passenger-car tyre division and unites all European trade and franchise activities of Continental AG.

Since 2000 Continental has been using the geo-information system PTV Map&Market for location planning and market analysis. DDS Digital Data Services GmbH provides the digital basis with different area boundaries and data on market potential.

User: The tyre manufacturer for passenger cars, commercial vehicles, motorbikes and bicycles, Continental AG, is one of the leading suppliers to the automotive industry world-wide.

Task: Expanding and optimising the European sales network

Solution: Location planning and market analysis with PTV Map&Market as well as area boundaries and data on market potential provided by DDS GmbH.

Pan-european Network of Branch Offices

"PTV Map&Market helps us identify the potential of local markets. It allows us to see at a glance which areas are of interest to us and which are less profitable," explains Thomas Nacke.

ContiTrade applies a three-level method to its network analysis: Firstly, we identify the market potential of a specific area on the basis of different factors such as the number of inhabitants, purchasing power, number of car owners and competitors in the tyre market. The broad portfolio of DDS data on market potential combined with area boundaries in terms of administration allows Continental to identify and visualise market potentials detailed down to the municipality level - for the whole of Europe.

Secondly, we have to analyse the market potential in terms of future investment, such as new locations or

refurbishment. Finally, the branch offices are geo-referenced with the help of geo-coded address data and visualised on the map by taking internal data such as sales, profit margin or rent into account. Factors like the location or traffic volumes required for the assessment of the branch office's location are also included in order to analyse the performance of each branch office.



Poland – a new market with high growth potential

With the geo-based network strategy Thomas Nacke and his team have identified Poland as the market of the future. "Poland ranks second in Europe's winter tyre market. So far, ContiTrade has only 19 franchise holders for this important target group. The digital maps allow us to easily show our European branch offices which areas they have to concentrate on. Quick and easy access to information plays a major role. It is therefore essential that geo-referenced analysis will be available to all parties involved in the sales & marketing process." Innovative and efficient strategies are the key to success. PTV Map&Market supplemented with DDS data provides us with an intelligent analysis tool for efficient, pan-European network planning," says Thomas Nacke.