



Lightstone Newsletter | December 2011

Do you know when cannabilisation will hamper network expansion?

Lightstone research indicates that the typical tipping point between effective and profitable brand expansion and store cannabilisation is **4 - 6 outlets* within a 5km radius.**

Read more about [Network Optimisation Studies.](#)

*Varies depending on store type, classification and location.

Reflecting on 2011

As business winds down to the holiday season we're presented with an opportunity to reflect on the outgoing year. And what a year it has been! We thought it fitting in our last formal communication to you for the year to highlight some of Lightstone's key activities and achievements for 2011 and share a 'sneak peak' of things to come in 2012.

Lightsparks!

This is the term coined for Lightstone employees (except those in our Automotive Intelligence department – we call them the 'Sparkplugs'). 2011 saw our **staff increase by a whopping 63%**. We now have a total complement of 70 highly skilled and qualified individuals. Many of the incumbents fulfil key positions in our IT and support teams to ensure we continue to respond to increasing development and enhancement requirements for our online solutions.

Powerful Partnerships

In addition to the budding internal team, 2011 also saw Lightstone acquiring **Douglas Parker Associates**, also known as DPA. The DPA acquisition has brought about some interesting collaboration particularly around feasibility studies for African expansion planning and consumer research projects. We look forward to seeing more of our client base benefitting from the end-to-end solutions now available as a result of the joint offering.

Growing Our Footprint

This year saw **32 new brands** adopt Footprint as their online mapping solution of choice, some using more advanced application of the tool, such as customised revenue potential models. We've applied several enhancements to Footprint throughout the year, including 'search by address' functionality and amendments to the store classification which has allowed for far more granular research and comparison. The steady development of Footprint allowed us to explore the opportunity for application in an atypical industry for us - FMCG - with good benchmarking results. 2012 will bring about new functionality elements such as the ability to load and maintain own branch-related data on the system.

Our Solutions

Data Sets



Several of our **spatial, property and demographic data sets** are available for purchase. More information is available on the full [Data Sets Brochure.](#)

Footprint



Lightstone's **online mapping solution** that provides a unique view of

South Africa's retail and demographic landscape. **Footprint** is an ideal tool for **desktop analysis, evaluation and comparison** between nodes of

Steering Growth

Evident of the upswing of new car sales in the market, we've seen a significant lift in the number of **network optimisation studies** for automotive manufacturers using the results for dealership planning and research.

Delivering Definitive Data Solutions

In a record breaker for us, we've processed close on **300 million customer records** for standardisation, enrichment and validation this year! And in another first for Lightstone – we have recently made many of our proprietary data sets available for purchase, including spatial, property and demographic information.

xPosing Location Based Risk

We're busy with the final touches and **last tweaks on our latest innovation** and eagerly look forward to a formal launch early in 2012. xPose is an online interface used to determine various risk factors based on property location. The risk metrics include crime levels, weather related risks (lightening, hail and flooding) as well as land based risks (dolomite, slippage and proximity to mines) and proximity to several key points of interest (airports, fire stations and police stations). Watch the press for more details on this groundbreaker!

We would like to wish you all a happy and peaceful holiday season. Thank you for your continued support in 2011 and we look forward to further opportunities in 2012.

opportunity for businesses.

Analytic Projects



Bespoke, spatially-based analytic projects are developed based your specific business requirements. We specialise in the development of **revenue potential models, network optimisation studies and demand forecasting** projects.

Are you conveniently located?

5 minutes is the length of time the average person will drive to their local neighbourhood centre.

*Specific to metropolitan areas and centres with predominantly FMCG stores.

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