



## Case Study

### Organization

S Group

### Location

Finland

### Industry

Retail

# Creating a Profitable Supply Chain

S Group is the largest retailer in Finland, with business sectors that include grocery stores, service stations, utility goods, hotels, restaurants, tourism, car dealerships, and agricultural trade stores. The corporation has more than 1,600 locations throughout its home country, the Baltic countries, and Russia.

## What did they do?

S Group's development and support organization, SOK Corporation, has adopted Esri® ArcGIS® and Business Analyst™ to automate profiling reports for each of its 1,600 business locations. These reports are generated automatically by combining reports from IBM Cognos® with the store's area of influence, analyzed using the ArcGIS system. SOK can assess the area of influence of any business location; forecast annual sales volumes; and improve network planning, including both opening and closing stores. ArcGIS also helps SOK's marketing division understand its customer base and better target its distribution of catalogs.

## Do I need this?

ArcGIS generates easy-to-use map display and analysis services that can be used by any business area. These can be tailored to the different needs of a retailer to answer questions and solve business problems.

"When we better target each customer group, we have more satisfied member-owners and achieve clear savings and more sales."

### Vesa Honkonen

GIS Manager  
S Group

For more information, visit [esri.com/retail](http://esri.com/retail).



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