Newgrove

Periscope® - a Specialist Data Analysis and Mapping Platform for Franchise Owners

Imagine mapping all your franchise areas, building new territories and accessing relevant postal geography data on an intuitive, map-based interface. Newgrove is a long established mapping and data company, Periscope® is our software-as-a-service, Location Intelligence platform that allows you to plan and manage the rollout of your future franchise areas to grow your business.

Periscope® provides a complete franchise planning platform

Map Your Territories
Create detailed maps showing the density and location of your target customers to visualise the potential of a franchise area.

Discover Optimum Areas
Find where is best for your business by heat mapping, scoring and ranking areas of greatest opportunity and demand.

Identify Market Potential
Summarise population data using postal geography to map the potential target audience for your brand.

Relevant Data Pre-loaded
Access to a wide range of population and location datasets for profiling, mapping and reporting to analyse your franchise areas.

Google Maps for Business
Google StreetView is built-in to Periscope® to provide an up to date, photographic 'on-the ground' view of any location.

Create Market Reports
Output lists of target outlets for franchisees to contact, and create profile reports to help sell new franchise areas.

Build, map and profile your franchise areas with Periscope®

You can now map franchise areas of different shapes and sizes. So territories can be built from postal sectors or drawn as circles, rectangles or polygons. Periscope® enables these to be defined as distance or drive time catchments around a location, enabling you to:
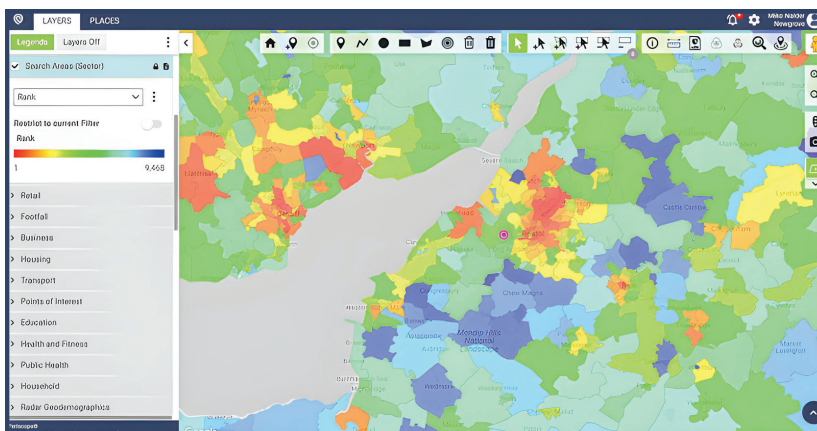
- Build franchise areas using postal geography by merging data records or shapes on the map that correspond to postal sectors and districts.
- Access a wide range of location datasets to build counts of target outlets by postal sector or district.
- Choose from gyms, nurseries, schools, pubs, restaurants, coffee shops, cafés and many more businesses.
- Use the latest 2021 Census population and demographic data to create your potential franchise areas.

- Track running totals across multiple data columns as you grow your territories.
- Manage the sale and roll-out of your franchise areas by creating vivid maps showing which are sold, reserved, pending or available.
- Produce individual territory maps and listings of outlets and sectors with relevant counts for new franchisees.
- Restrict the data to exclude adjacent franchise areas, avoiding difficult border or boundary discussions.

> *"Periscope® is just what we were looking for – after just 2hrs training we rolled it out across all departments and it has been providing invaluable location based insight ever since. I can't recommend it highly enough."*
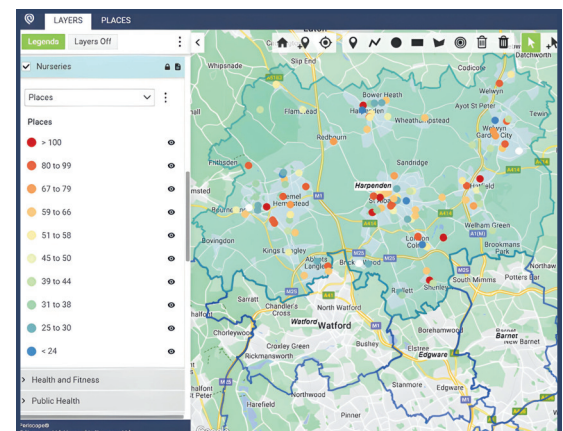>
> Andy Thompson, Chairman, Anytime Fitness

See Periscope® in Action

Rank Postcode Sectors by Potential

Filter Locations by Territory

Get in touch and experience our advanced Location Intelligence platform for yourself!

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