



# Background

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## Company History

In 1977, when Cadillac was told a certain marketing problem “couldn’t be done” with current technology, James A. Anderson invented a way to solve the problem and founded Urban Science to deliver the solution. Anderson, at the time was a civil engineer working at the Center for Urban Studies at Wayne State University in Detroit, Michigan. He responded to the request by pioneering an automated mapping process, inventing computer generated dot mapping. In his initial developments he pointed out, it’s not about where the dots are; but where they should be. From that he grew a network planning process that is still recognized as the industry standard and leader.

From this initial success, the company grew to provide solutions that optimize the performance of retail sales and distribution channels to help its clients increase market share and improve profitability. The company’s 500 employees serve the growing needs of their clients in over 70 countries from 13 global offices.

Urban Science helps companies conquer their toughest business challenges by combining the real-world experience of expert consultants with cutting-edge business analysis processes which are then incorporated into proprietary software applications developed entirely in-house. As a result, Urban Science grew from a company that translated demographic data into understandable maps into one with the goal of empowering its clients with information and insight.

## Breadth of Services

One of the key differentiators between Urban Science and its competitors is the breadth of services offered as solutions to its clients. Urban Science helps its clients:

### Optimize retail networks

Urban Science uses a broad range of proprietary tools to analyze a client’s retail network to determine the ideal number and location of outlets to optimize the brand’s market share. Additionally, Urban Science establishes expected performance, identifies performance issues, and creates strategies for continuous improvement.

### Optimize retail outlets

Clients call on Urban Science for solutions that reach beyond network planning issues. Urban Science quantifies the performance of each individual retail outlet to find profit, sales and efficiency opportunities. Urban Science assesses the entire retail outlet operation, analyzing information on sales, demographics, financials, customer satisfaction and other data to uncover hidden opportunities for both the retailer and their individual franchises to capture more market share and find strategies for managing their business more effectively and profitably.

## Optimize customer marketing

Urban Science helps clients use their scarce marketing resources more effectively and efficiently to drive sales and retain valuable customers. Through lead management, loyalty management and data mining, clients can better manage new customer leads to increase sales conversion and develop strategies that retain their current customers profitably.

Regardless of what the problem is, the solution is always rooted in science. Urban Science is committed to the scientific process and natural curiosity drives them to go beyond the obvious to find solutions that deliver tangible business results for their clients.

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