

Empower Geographics

Centrally located in the Chicago area, Empower Geographics offers software applications and services to solve business problems. We help our clients address challenges in acquiring customers, increasing the long-term value of customers, and improving operational efficiencies. What makes us different from others is that we use location information as the crucial component to solving business problems.

Why Location is Important

Most business data has location information associated with it; for instance, a customer address, store location or even a cell tower.

This location information is key to solving many critical business challenges:

- Routing people and products.
- Balancing geographically based sales territories.
- Knowing the extent of your trade or service area.
- Profiling customers using geo-demographic and lifestyle information.
- Spotting new target market areas.
- Choosing optimal sites for stores and service centers.
- Understanding geographic consequences of mergers and acquisitions.
- Analyzing competitor moves.

What We Offer

Empower is a flexible, customer-focused organization offering personal, expert attention and the ability to meet almost any customer need at almost any scale:

- Strong application development using a team with years of programming, needs analysis and consulting experience to create tailored applications for your specific business need.



- A complete portfolio of off-the-shelf mapping software and data. We are also a MapInfo strategic partner and offer all of their products.
- Expert map-making services using talented cartographers to create vivid maps for your business presentations, analysis or web site.
- Location analysis services for determining trade areas, performing proximity studies, aligning territories, analyzing demographics, and profiling customers.

Telecommunications Expertise

Empower has deep domain experience in telecommunications, offering solutions, data and utilities. We are the developer of Empower OneCall, a location-based software for wireless service providers. OneCall puts all the information that customer service representatives need at their fingertips, enabling them to resolve the vast majority of network complaints in one call, thus increasing productivity and reducing call center and engineering costs.

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