

Web GIS for Geo-Marketing and Mobile Mapping: Peroni Company Case Study

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The GIS lab of the Department of Economy Society a Territory of the University of Udine is involved in projects where the application of the GIS is at 360 degrees. We built an infrastructure able to give the following services:

- a geomarketing tool to analyze and reorganize the commercial and marketing approach of a company to the market
- a best site location tool which, considering different constraints, is capable to find the best location for any kind of service
- an optimization tool able to minimize the cost of the fleet of person/vehicle on the field
- a tracking tool to keep control of the events coming from the activities of people on the field and, connected with the optimization, to reorganize in real time the work.

Using these tools we have been working for Peroni (biggest Italian producer of beer) for:

- balancing and optimizing the areas of the salesman
- organizing the everyday agenda in order for the customer to be visited the correct number of times per month at the correct hour
- optimizing the routes of the salesman

During the presentation we will show the WebGIS on line with the customer data.