



Profitable Franchise Territories

Superior software to create superior franchise territories

With many franchises looking to expand, banks will choose the best business models to finance, and potential franchise buyers will be attracted to franchisors who offer the best opportunity to operate a profitable business.

Your franchise territories can achieve better market coverage and greater profitability with ProAlign franchise territory management software.

ProAlign offers a comprehensive feature set and the backing of experts in software development and territory management. With ProAlign, you can quickly determine how and where your franchise territories should be built, so that you can:

- Cover the market while closing all gaps
- Match coverage to market opportunity
- Rapidly respond to market changes
- Provide franchisees with exclusive territories designed to maximize profitability

With ProAlign you can create and map franchise territories with essentially equal potential. Whether you develop territories based on the number of potential customers, population, demographics, sales volume or other available data, the key benefit is that equitable territories maximize profit.

Fits Your Franchise Operation

With ProAlign, you can map franchise locations, customers, prospects, competitors and any other data relevant to your franchise business. You can manage existing territories or make new ones.

ProAlign's key functions will help you work productively and get the results you expect:

- A dashboard-style interface provides a step-by-step territory development process and access to maps, tables, and graphs of your territory data and variables. You can select and edit data in any view as you develop different territory scenarios.
- You can constrain territory boundaries to conform to states boundaries, fill in gaps in existing markets and create and export various reports and maps that communicate your new territories with franchisees.

Project Management & Consulting

- Customer Profiling
- Market Potential Analysis
- Trade Area Development
- Site Selection
- Franchise Territory Development
- Demographic Analysis

Geographic & Production Services

- Geocoding
- Map Production
- Database Development
- Database Acquisition
- Large-size Map Printing

Software & Data

- Mapping Software
- Custom Applications
- Demographics & Analytical Data
- Street and Boundary Data

ProAlign gives you answers to challenging questions: How many franchise territories? How big or how small? Where are they located? Getting the right answer to these territory questions is a big factor in determining the overall success or failure of a franchise business.

Built on Leading Mapping Platform
ProAlign is the only territory alignment solution built on ESRI ArcGIS, the leading geographic mapping software in the world. ArcGIS provides the tools to map and visualize customer and territory data, and ProAlign allows franchisors to quickly and easily develop, modify and manage territories.

Align or Optimize Territories
ProAlign's optional Territory Optimizer automatically creates balanced territories for you. You can use the optimizer to create equitable territories balanced on attributes such as population, number of households, geographic size or the number of territories.

Automatic optimization not only saves hours of time, it ensures that territories are equitably balanced. It also provides a tool for testing alternative market coverage scenarios without impacting current territories or deploying actual resources.

ProAlign can recommend the number of territories you need or can optimize across a specific number of territories that you input.

Use Demographics in Territory Development

Demographics of a market area play a key role in determining the size, shape, location and number of a franchise territories or trade areas.

ProAlign can provide a variety of demographic, psychographic, and business data, allowing for the creation of data-rich maps and reports of any franchise market. The result: you make better territory decisions.

Expertise Behind the Tool

While we believe our software is superior to any other on the market, you can also benefit from working with our analysts to help you efficiently and effectively complete your franchise territory development.

Because territory development is something we perform on a daily basis, when you work with ProAlign, you gain more than just a software solution. You gain access to highly skilled analysts and territory development experts who are committed to your success.

