



Forest City Enterprises, Inc.

Successfully Matches Retailers With the Best Properties

CASE STUDY



CHALLENGE

Forest City Enterprises needed an in-house demographic and mapping analysis solution to maximize successful matches of retailers with properties.

GOALS

- Create a cost-effective solution that incorporates advanced software and web services with data.
- Minimize the need for outside consultants.
- Generate presentation quality packages of reports and maps.

RESULTS

- Improved customer service to prospective retailers
- Enhanced analysis quality
- Increased efficiency and accuracy of processing retailer locations
- Improved match of retailers with Forest City Enterprises retail center developments

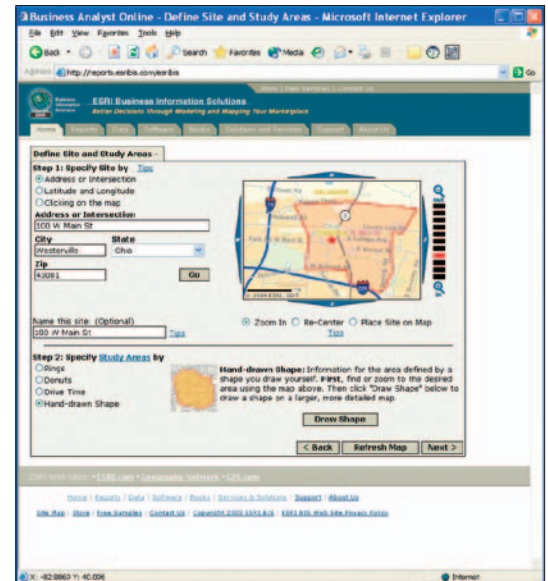
Forest City Enterprises, Inc., a \$11.8 billion real estate company headquartered in Cleveland, Ohio, operates under three strategic business units: commercial, residential, and land development. Forest City Enterprises is listed on the New York Stock Exchange under the ticker symbols NYSE FCEA and FCEB. Principally engaged in the ownership, development, acquisition, and management of commercial and residential real estate properties, the company's portfolio includes interests in retail centers, apartment communities, office buildings, and hotels in 20 states and the District of Columbia. Forest City Enterprises has been in business for more than 80 years.

The growth of Forest City Enterprises depends on the continued improvement of its existing properties, the addition of new developments to its portfolio, and the timely acquisition of properties. Selecting retail properties and matching them to the best prospective retailers is a major challenge for Forest City Enterprises.

The Challenge

Much of Forest City Enterprises' success emanates from its strategy to diversify and capitalize on high-growth markets that have distinct competitive advantages. Forest City focuses primarily on large, unique, and complex projects in high-growth urban areas such as Boston, Massachusetts; Denver, Colorado; New York City, New York; Los Angeles, San Francisco, Redondo Beach, Rancho Cucamonga, Palmdale, Temecula, and San Diego, California; and Washington, D.C. These target markets, which are characterized by highly educated populations with above-average per capita incomes and above-average growth in per capita incomes, account for more than half of Forest City's property locations.

To stay abreast of market analysis trends for property acquisitions, Forest City Enterprises had to implement a new system for daily in-house analyses without hiring outside consultants. Forest City Enterprises wanted to improve on a mapping solution used previously that would reduce operation costs, provide access to multiple users, and allow flexibility for the in-house production of demographic reports and maps as part of the retailer assessment packages.



Learn more at esri.com/ba

Forest City Enterprises, Inc.

SOFTWARE USED

Business Analyst Desktop

WEB SERVICES USED

Business Analyst Online

DATA USED

Retail MarketPlace

Tapestry Segmentation

"The biggest advantage of using GIS technology with Esri data has been the ability to provide better customer service to prospective retailers and successfully optimizing the leasable space in our retail portfolio."

Diana Parsons
Research and Design Administrator
Forest City Enterprises, Inc.

FOR MORE INFORMATION



380 New York Street
Redlands, CA 92373-8100 USA
T 800 447 9778
F 909 793 5953
esri.com

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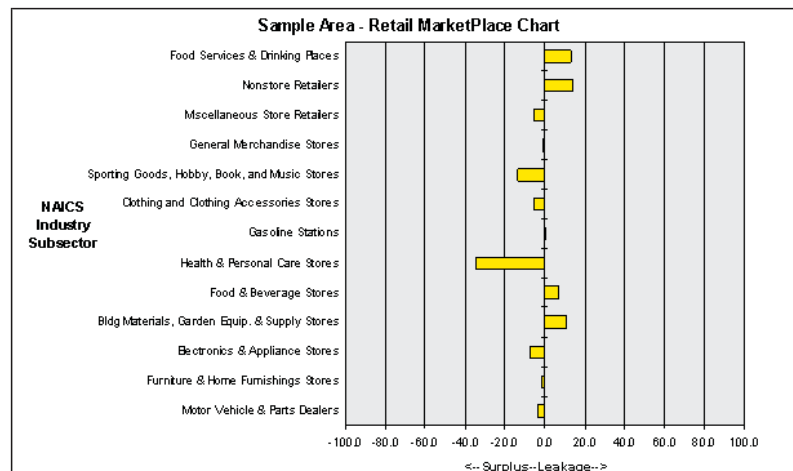
The Solution

Forest City Enterprises asked Esri to design a solution to fit the demographic and mapping analysis requirements for a specified budgeted amount. Esri suggested Business Analyst Desktop analysis software combined with Business Analyst Online™, a web-based reporting and mapping service. As part of the analysis process, Forest City Enterprises also uses Retail MarketPlace and Tapestry™ Segmentation. Retail MarketPlace measures the leakage/surplus that directly compares the demand (consumer spending by household) to the supply (retail sales by business). Tapestry Segmentation provides a demographic and lifestyle profile of consumers in the retail area. Together these provide even more comprehensive details for the retailer assessment packages.

Diana Parsons, research and design administrator at Forest City Enterprises, says, "Having the ability to convince retailers of a market's value and how they will enhance that value is one of the greatest impacts we have seen from using Esri products and services. We can use Business Analyst to shade key demographic variables, such as income or the number of households on thematic maps, to highlight a proposed area for a potential retailer."

Results

Using state-of-the-art geographic information system (GIS) software and data from Esri, Forest City Enterprises has realized dramatic savings of time and money by bringing this capability in-house. "Now we can help retailers explore a market location in finer detail and provide them with much better customer service," says Parsons. "Esri's Business Analyst Online is one of the best tools we have to perform our marketing analyses. It simply towers over the competition. The quick access, value, and user-friendliness of the service allow us to precisely explore a market to successfully optimize the leasable space in our retail portfolio. At Forest City Enterprises, detailed demographic information from Esri allows us to analyze prospective areas more accurately and provides a win-win situation: success for our retail centers and for the retailers we position there."



Learn more at esri.com/ba