



## Customer Success Story

### Customer Profile

With fiscal year 2006 sales of \$46.9 billion, 60-year old Lowe's Companies, Inc. is a FORTUNE® 50 company that serves approximately 12 million customers a week at more than 1,475 home improvement stores in 49 states. Lowe's has more than 2500 users actively employing MicroStrategy Web™ to build their own ad-hoc queries or run predefined data reports on sales, margins and inventory performance.

Lowe's selected Visual Crossing to enable their analysts to efficiently explore spatial trends within their multi-terabyte data warehouse. With capabilities ranging from displaying maps for executive level dashboards to real-time drilling on low-level subset maps, Visual Crossing meets a number of business needs at Lowe's. Visual Crossing's tight integration with the MicroStrategy Web interface reduces user training issues and provides far more flexibility than other mapping products available in the marketplace. Visual Crossing's support of industry standard geospatial shape files promotes reuse of existing corporate geospatial assets. This allows Lowe's to provide self-service mapping using existing geographic layers. These benefits combined with an easily installable, off-the-shelf implementation made Visual Crossing the logical choice for the Lowe's Decision Support team.

In 2006 the Visual Crossing deployment was launched in the Lowe's production environment. For the first time, this allowed MicroStrategy web users to display their business intelligence data within geographic maps. Using Visual Crossing, users can build fully interactive maps at custom levels including Division, Region, District, and Store Location. Using Visual

Crossing, users can build fully interactive maps at custom levels including Division, Region, District, and Store Location. Further, large-scale market area analyses and competitive analyses are carried out using Visual Crossing maps.

### Is Visual Crossing Right for you?

The Visual Crossing platform is a powerful, enterprise-ready visualization solution specifically engineered to unleash the power of visual analysis for your MicroStrategy data.

Out-of-the-box features include

- Exclusive Spatial Architect Suite revolutionizes the process of map-enabling your MicroStrategy projects; provides complete automation for geocoding, importing layers and shape files, and custom region creation.
- True dataset-level integration that fully supports sophisticated document features such as prompting, group by, printing and export.
- Supports map-based drilling directly to other documents, reports, or external links enabling users to perform directed and efficient analysis of relevant data.
- Dynamic popup and mouseover labels create a richer and more informative user experience.
- Supports fully interactive visualization for both AJAX (DHTML) and Flash environments.
- Proven scalability of a clusterable J2EE server ensures enterprise readiness.
- Map creation and editing directly through MicroStrategy Web eliminates the hassle of external tools, maintains familiar interface, reduces need for additional education, and fully empowers end users.