

## Background

PETCO are a national US pet retailer selling pet products and services, as well as certain types of live animals. The retailer takes the selection of new stores very seriously, leveraging ArcGIS tools to help in this process. PETCO approached WebMapSolutions about building a web based site selection web application.



## Discovery Process

We start all our customer engagements in a preparation/understanding phase. We focus on 3 key questions:

1. Q. **Where are you today?** A. Extensive use of desktop ArcGIS software
2. Q. **Where would you like to be tomorrow?** A. Provide a Web ArcGIS application for office and field staff involved in the site selection process.
3. Q. **What is the best path to get you from today to tomorrow?** A. Leverage ArcGIS custom web API's to build a custom web application.

## GIS Solutions Engine

Our second phase: GIS Solutions Engine, guides our implementation. This is made up of 4 key steps:

1. **Planning** - Taking the Discovery findings and building a development plan.
2. **GIS Data Preparation** – PETCO had extensive data layers available for the web app. These were kept private through a user login.
3. **Implementation** – WebMapSolutions worked closely with PETCO to design the look, feel and functionality of the web application.
4. **Review & Repeat** – Extensive testing and review produced the perfect solution.

## Results

The web application was a big success. Providing access to ArcGIS to a wide group of staff. The client told us: **“Finally site selection is not limited to office based staff using ArcGIS desktop software, staff on location can now access key decision making tools too”.**

## About WebMapSolutions

We provide new ways for retailers to leverage GIS mapping technologies to improve how they make mission critical where based decisions. Contact us:

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