



Invest in the Right Locations with Confidence

Periscope[®] combines location, customer and market data to show where demand exists, what drives performance and which opportunities to prioritise. It helps teams compare locations, reduce risk and build stronger business cases.

What Location Intelligence Helps You to Do



Understand what drives site performance - combine sales, footfall, demographics and competition data to uncover why some locations outperform others.



Identify where demand is strongest - pinpoint high-potential areas using catchment analysis, population insight and real-world movement patterns.



Compare and prioritise opportunities - evaluate sites, regions or territories consistently, so investment can be focused where it is most likely to achieve results.



Reduce risk in expansion decisions - test assumptions, avoid overserved areas and build evidence-backed cases that stand up to internal scrutiny.

See Periscope® in Action



See how Location Intelligence supports smarter site selection and expansion decisions by combining catchment analysis, footfall data and demographic insight to identify where demand exists, compare opportunities consistently and prioritise locations with the strongest potential.

Built for Faster, Smarter Growth Decisions

- A secure, cloud-based platform with no software installation or maintenance required.
- Full Google Maps functionality including StreetView and travel-time analysis.
- All licences are designed to scale with your business with unlimited training and ongoing support.
- Multi-user access with shared views and intuitive, collaborative planning tools.
- Import and layer your own data alongside external datasets for a complete market view.
- Thousands of pre-integrated UK and international datasets available across multiple sectors and markets.

See Where to Focus. Know Why It Matters. Grow With Confidence.