



## ShowNearby Analytics FAQ

1. What is ShowNearby Analytics about?
  - A. ShowNearby Analytics provides intelligent, location-based content, and the tool allows business owners and home buyers to evaluate complementary and competing businesses, and find their ideal home locations.
2. Why is there a need to develop ShowNearby Analytics?
  - A. ShowNearby specializes in location-based technology and capabilities, and the company saw an opportunity to provide local users with a tool to gather all location-based data to enable them to process business and individual decisions.
3. How is ShowNearby involved in Infocomm Development Authority of Singapore's (IDA) i-Singapore initiative?
  - A. ShowNearby participated in IDA's call to gather data from public, private and people sectors, and developed a location-based, recommendation engine to encourage access to public data infrastructure.
4. How does OneMap play a part in ShowNearby Analytics?
  - A. ShowNearby Analytics uses OneMap, an integrated map platform, to create value-added capabilities.
5. How would ShowNearby Analytics help business owners?
  - A. Business owners can use ShowNearby Analytics' predefined filters to provide a basis to survey the existing or immediate business environment. Based on their current operating locations, these users can determine if there are new entrants in the vicinity. Or they can project their business development efforts for a new area and check out competition and determine compatibility.
6. What is ShowNearby Analytics Business Premium about?
  - A. ShowNearby's Business Premium is available to businesses who would like to enhance location analysis capabilities within their organization. ShowNearby can develop customized analytics solution to match individual, in-depth analysis requirements.

7. How do home buyers benefit from ShowNearby Analytics?
  - A. ShowNearby Analytics provides a guiding tool for these individual owners to get to know locations, nearby schools, and amenities prior to finalizing their investment decisions.
8. How does Singapore Department of Statistics play a part in ShowNearby Analytics?
  - A. ShowNearby Analytics uses demographic input from Singapore Department of Statistics. Users can understand education, population, employment, and household breakdown based on the demographic display of data.
9. What is the amenities page about?
  - A. ShowNearby Analytics' amenities page display the nearest bus stops, hospitals or petrol stations and other amenities for specific locations.
10. What are ShowNearby Analytics features?
  - ShowNearby Analytics is a smart location-based, intelligence tool.
  - It provides updated information for nearby amenities.
  - The tool provides criteria-driven search.
  - It provides crucial demographic breakdown and display.
11. What is the Demographic page about?
  - A. ShowNearby Analytics' demographic describes employment, income, population and other breakdown for the users. All statistical details are obtained from Singapore Department of Statistics' census of population 2000.