

Successful collaboration of ECE und BGI Solutions

ECE is successfully using BGI Solutions' ThematicMapper. The program was integrated into the company's internal Microsoft infrastructure with Sharepoint, BizzTalk and SQL Server, ESRI GIS, and is used as an efficient data management and information tool.

Where will competitive sites be built? How do catchment areas change accordingly? What does the customer structure look like in the surrounding area of every centre? For answering these questions ECE can now use BGI's ThematicMapper. For example, centre managers enter important market data locally, which then will be aggregated and managed centrally without any change of media. This data can be used either by the research department or locally by all employees. This lean flow of information reduces the cost of data collection, analysis and reporting considerably and thereby enabling a modern knowledge management.

Dirk Siebels , Head of Research, ECE:

„BGI has equipped our research department with the latest GIS expert system as well as more than 100 local centre managers with browser workstations. Moreover, data exchange between departments was enhanced considerably via networked data bases. Now we benefit in various ways – from validation of decisions regarding locations to an efficient knowledge management for all departments within the company.“

In 1965 ECE was founded by Professor Werner Otto. With more than 130 shopping centres under management, ECE is the European market leader in the field of inner city shopping centres. Moreover, ECE also develops and builds transport complexes, logistics centres, company headquarters, office complexes and industrial buildings, as well as other special-purpose properties. ECE has about 3000 employees worldwide.



Dirk Siebels
Head of Research, ECE

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