Fig 1.1 - The MoveMarker results page. Dynamically created charts, data graphs map points and more.
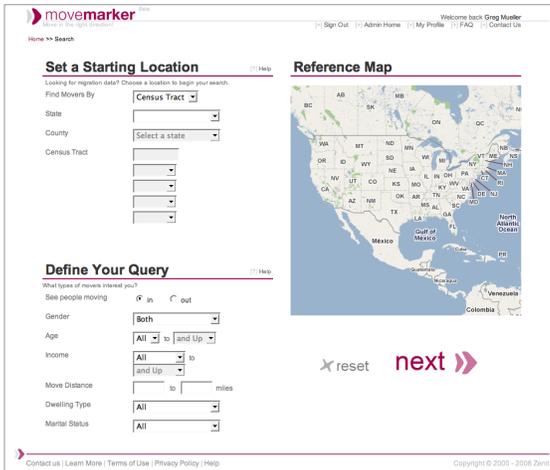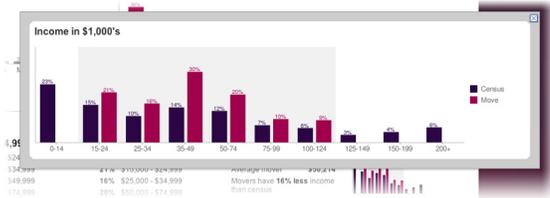

Fig 1.2 - The MoveMarker Query page. Create and reuse your own sets of search criteria.

What is MoveMarker?

MoveMarker is a data visualization tool provided by Zenit Solutions. MoveMarker provides users with the unique ability to understand why people are moving to and from a particular market. Our service identifies individual migration patterns throughout the United States, and uses an innovative visualization system to explain how those movements affect local markets.

In addition to the MoveMarker tool, Zenit Solutions also provides an advanced consulting service that specializes in data integration, information visualization, and system architecture. By drawing on our years of experience in economic development and computer science, Zenit Solutions is able to provide clients with customized reports, surveys, marketing lists, and data integration. Imagine home sales information combined with migration trends in an easy to view and access format. Zenit Solutions makes this process possible.

Why MoveMarker & Zenit Solutions?

Markets and neighborhoods constantly change as people move to and from a given location. Through a comprehensive database of personal migration data and a dynamic visualization system, MoveMarker illustrates how migration trends can affect local markets, and, in doing so, identifies hidden development opportunities, such as local "hotspots" and "gateways".

In today's economy as markets fluctuate and timely information becomes even more critical. Only Zenit's information and data analysis can provide real-time insight into how an individual's decisions shape local markets.

Who Should Use MoveMarker?

Developers

MoveMarker can help developers both large and small assess market potential. By comparing the current demographic composition of a specified area with the characteristics of the individuals moving into and out of the market area, developers can uncover profitable market trends. The Zenit Solution also provides clients with the ability to integrate their own data with the MoveMarker interface to generate customized reports and visualizations.

Real-Estate Professionals

MoveMarker allows real-estate professionals to easily identify the location of potential buyers in volatile markets. Professionals can now target the right audience to ensure that their advertising efforts are effective.

Community and Government Organizations

MoveMarker provides the unique opportunity to evaluate the success of local development projects. By exploring the demographic characteristics of movers into and out of a particular development or neighborhood, MoveMarker clients are able to recognize if their efforts are transforming markets.

Relocation Firms

MoveMarker allows clients to find the ideal community for relocation. Through demographic comparisons and neighborhood assessments, movers will be satisfied with their decision to move before the moving trucks arrive.

Retailers

MoveMarker allows retailers to perform advanced demographic analysis and accurately target their products. Further leverage the power of MoveMarker to create charts, statistics, reports and mailing lists.

Deploying MoveMarker:

Move marker can be deployed in organizations using a variety of technologies. Whether organizations simply want to use the product or want to have complete control over every aspect of its deployment, support options range from simple maintenance contracts to complete professional services integration.

- MoveMarker hosted-application: Zenit hosts MoveMarker at its local data center. Users purchase a subscription with included support options, and Zenit will ensure availability, backup, and remote access.

- MoveMarker virtual machine: Zenit provides an ISO file for deployment on a user's virtualization environment. Zenit supports VMWare, Virtual Box, and Xen. This option provides a balance between control and minimizing technical issues.

- MoveMarker software in a box: Zenit ships a turnkey Dell Poweredge server pre-configured with the Move Marker application. Users can deploy this server in their datacenter and support their entire user base with a single hardware platform.

- MoveMarker deployed on the platform of the user's choice: Zenit's professional services team provides a complete solution with customized queries, data integration, web services, and customized applications.

For more information

Contact us at registration@movemarker.com go to the website at http://www.movemarker.com