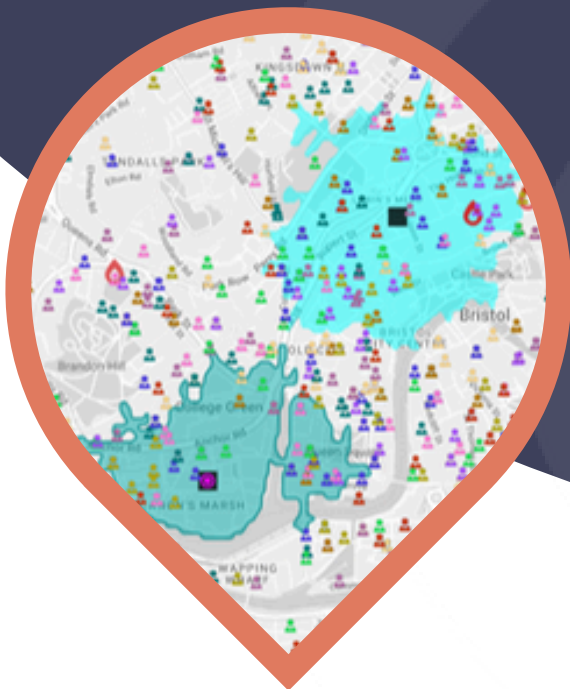




Design Fair and High-Performing Territories

Periscope[®] helps businesses create and optimise sales, franchise and service territories using real-world data, not guesswork. So you can improve coverage, reduce overlap and build scalable structures around genuine customer demand.

What Territory Planning Helps You to Do



Design territories around real demand – combine customer, population and footfall data to build territories that reflect actual market opportunity.



Reduce overlap and internal competition – identify where territories clash and where teams are targeting the same customers.

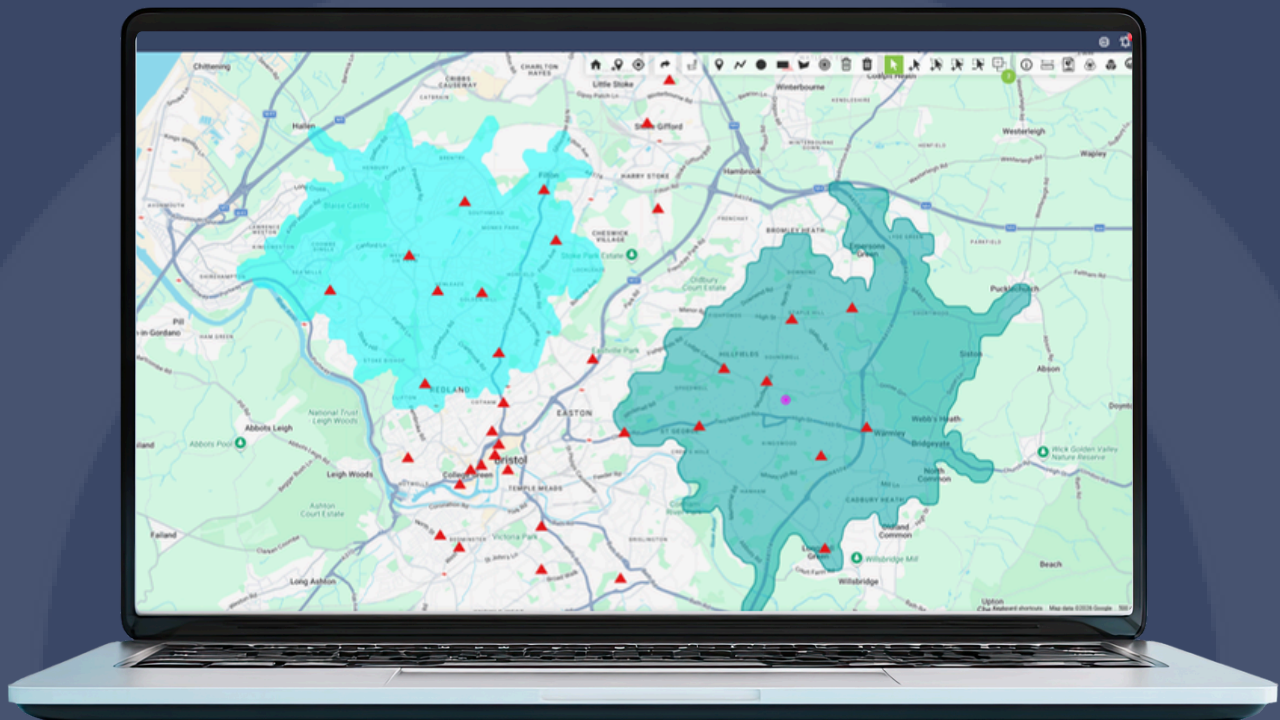


Balance workload and coverage more effectively – create viable territories that support fairer performance across teams or franchisees.



Support scalable expansion planning – build clear, evidence-based territory structures that can evolve as your business grows, markets shift and priorities change.

See Periscope® in Action



See how Territory Planning Intelligence helps businesses reduce overlap, improve coverage and structure territories around real customer demand by combining catchment analysis, footfall and demographic insight with practical planning tools.

Designed for Smarter Territory Planning

- Create territories using drive-time, walk-time, radius or postcode-based geographic boundaries.
- Analyse overlap and customer distribution across franchise, sales or operational territories.
- Model territory demand using integrated footfall, demographic and population datasets.
- Compare multiple territory scenarios side-by-side using consistent geographic and performance data.
- Generate territory maps and supporting outputs for franchise, sales and stakeholder planning.
- Access collaborative, browser tools with shared views and multi-user editing functionality.

Plan Fairer Territories. Improve Coverage. Grow With Confidence.