

City of Las Cruces Launches Online Tool to Boost Business Success



The City of Las Cruces' Economic Development Office has launched a free online tool designed to help local businesses grow by making smarter decisions through data analysis. SizeUp for Local Business Intelligence can be found on the City of Las Cruces' web site at las-cruces.org/sizeup. It

allows businesses to easily obtain highly specific data on revenues, salaries, health insurance costs, supplier locations, and more.

“We're thrilled to offer our local businesses this free online tool, that will help them succeed,” said City Economic Development Coordinator Gary Camarano. “Now our business owners can instantly access competitive benchmark, advertising, demographic, industry, geographic, and cost-of-business data that huge corporations use every day.”

Camarano added, “There has been a lot of emphasis placed on industrial recruitment, but we are also interested in helping the businesses we have to grow and thrive. This is one of the tools in our ‘Economic Gardening’ program designed to help the businesses currently in Las Cruces. The City appreciates them and wants to help when we can.”

Specifically, SizeUp for Local Business Intelligence (SizeUp LBI) super-crunches millions of data points from public and private sources to provide four main tools:

- Performance benchmarking: See how a specific business "sizes up" by comparing its performance to all competitors in its industry.

- **Competitive assessment:** Map where competitors, customers, and suppliers are located to determine where to better serve customers.
- **Best places to advertise:** Identify areas with the highest revenue for an industry, the most underserved markets, and filter for the best location based on demographic and business characteristics.
- **Demographic analysis:** View an interactive map of demographic, labor, and customer expenditure data in the Las Cruces area.

“Our goal is to help businesses in Las Cruces succeed by making it simple to access relevant and powerful data for local businesses across every industry,” said Anatalio Ubalde, CEO of SizeUp. “Now, entrepreneurs can access valuable industry data and research insights – complete with easy-to-understand interactive maps and graphs with a simple mouse click.”

Camarano added, “Companies in Las Cruces can now access valuable business intelligence in a matter of minutes, which they can use to help them grow their businesses and out-compete competitors.”

SizeUp LBI is powered by SizeUp’s technology, available at SizeUp.com. SizeUp launched in late 2011 as a TechCrunch Disrupt Battlefield finalist, and was awarded first prize in the Department of Commerce’s Business Apps Challenge in 2012. In September, the U.S. Small Business Administration began using SizeUp on its website to help small businesses.

Area businesses that would like to access Size Up for Local Business Intelligence should go to las-cruces.org/sizeup. For more information about SizeUp or other business assistance programs offered by the City’s Economic Development Office contact econdev@las-cruces.org, or Cruz Ramos atcramos@las-cruces.org.