

# Reliable. Versatile. Infinitely Scalable.

*Global and multi-division companies are lowering costs, driving revenue and delivering great customer experiences with Bullseye's enterprise level locator services and software.*

## Get to Know Bullseye. Get Closer to Your Customers.

An increasing number of global and publicly-traded companies rely on Bullseye's full-featured software to engage and convert customers. Built on our fully-redundant and secure cloud infrastructure, Bullseye's locator solution offers scalability to support high volume demand and 100% uptime, and can be configured to support any search or branding requirements.

## The Targeted, All-in-One Locator Solution.

Designed to handle the demands of multi-division and multinational companies, Bullseye is a single source for all your locator-based requirements, from data accuracy, to integrations with third-party applications. Bullseye eliminates the technical bureaucracy of developing your own location software, providing you with advanced tools, a streamlined management process, improved data integrity and substantially better lifetime ROI. And Bullseye's plug-and-play solution conquers complexity and deploys rapidly, so you can hit the ground running.

## Unmatched Flexibility & Scalability.

Implement configurable search interfaces on a global scale, with the locator solution that thrives on complexity. Bullseye delivers an elegant, flexible solution that decreases the need for customization, while boosting across-the-board efficiency. Whether your company has a complex network of agents and territories, or you do business across borders in an evolving geopolitical landscape, you can rest assured with Bullseye's targeted expertise and always-on reliability.

## Stress-Free Data Admin. Lower Operating Cost.

Bullseye's targeted features, intuitive UX and robust tech infrastructure empower your team to manage location data more efficiently, freeing up more time to do what they do best. Our user-friendly, performance-focused platform means there's no need to hire additional help—even when managing large data sets across any number of divisions and locations. And when you need our help, Bullseye's Rockstar Support Experts answer most inquiries within the hour.

## Bullseye's Future-Proof, Iterative Approach.

Bullseye specializes in sophisticated locator solutions, developed within a strong culture of iteration. As a result, we have the experience and the code to ensure seamless and cost-effective implementation and operation. Our service-oriented architecture meets the demands of today's modern, service-based environment, while evolving to stay ahead of emerging cloud-service requirements.

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We reviewed other distributor and sales rep locator systems and found Bullseye to be the most user-friendly, and it had the customization features we needed.

*Brian Fernald,  
Digital Marketing Director,  
Sika USA*

*Sika Group Statistics*

**47k**  
searches per  
month

**48**  
countries

**25k**  
locations



## The Locator Software Purpose-Built for Enterprise.

With decades of iterations behind us, Bullseye’s robust infrastructure is purpose-built to serve major corporations that require up-to-date, Bullseye-Accurate™ location data, seamless integration and streamlined data management.

### Bullseye Enterprise Capabilities.

- Rules engine supports radius, territory, and unlimited filtering and sorting.
- Expandable data structure supports products, categories, groups, and unlimited custom attributes.
- Elegant API for integration and customization.
- Out-of-the-box embeddable locator, with flexible configuration.
- Translations for over 200 languages.
- SAML support for 3rd party IDPs.
- Fully redundant cloud-based architecture.
- Premium support with <1 hour response time and 7x24 SLA.
- Built-in reporting suite with optional Google and Adobe Analytics integration.
- Integrated mapping with Google Maps and Mapbox.
- Integrates with Google My Business listings.
- Integration support for two-way data flow with Salesforce, Hubspot, Marketo, Pardot, and more.

### Bullseye’s ★★★★★ Capterra Customer Rating.

100% of reviewers rated us 5 out of 5 stars for ease of use, functionality and features, customer service, and value for the money.

### About Us.

Bullseye Locations is a leading provider of global locator software and services. We develop turnkey locator software and integrated location content management solutions that help companies engage consumers, cut costs and drive growth.

Founded in 1998, Bullseye is privately held and headquartered in Branchburg, New Jersey. Bullseye serves 5,500 customers worldwide, including Loblaw, Mizuno USA, Honeywell, The Vitamin Shoppe, Lumber Liquidators, AIG and The Sika Group.

### Let’s discuss your goals and how Bullseye can help.

Ron Guida | [rguida@bulleyelocations.com](mailto:rguida@bulleyelocations.com) | 856.266.6190

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The first four months of the Bullseye program has yielded \$250,000 in verifiable sales.

*Greg Owens,  
Creative Production Coordinator,  
Quincy Compressor*

