



For Immediate Release

October 28, 2010

VISION SOURCE PARTNERS WITH ESITE TO GUIDE MARKET EXPANSION

Business Intelligence Firm to Customize GIS System to Target New Growth Opportunities

Charleston, S.C. – [eSite](#), a provider of customized business intelligence solutions for national brands and Fortune 500 companies, has teamed up with [Vision Source!](#)[®] to help the international network of private optometry practices grow its brand.

Vision Source decided to partner with eSite after learning how the firm can provide highly detailed consumer data to help the company successfully expand its network, which currently has a membership base of more than 2,000 independent optometry practices in the U.S. and Canada.

The long-term partnership comes at a time when companies in a growing number of industries, from retail to medical, are discovering the many ways business intelligence can be used to directly impact profits.

“We were originally looking for a company that provided mapping software that would help us better visualize our existing and potential markets,” said Dr. Rob Houdek, senior vice president of business development at Vision Source. “What we wound up discovering was an organization that could provide us with products and services that will revolutionize the way we analyze our business.”

eSite will begin by building a customized, easy-to-use geographic information system to guide all major Vision Source decisions. The system will operate similarly to custom platforms eSite has created for clients such as Harley-Davidson Motor Company and The Container Store – each of which has saved hundreds of manhours while providing up-to-the-minute data that was previously unavailable or took days to acquire.

“Our goal is to customize the set of [eSite Tools](#) that will solve Vision Source’s specific business challenges,” said eSite CEO Tom Blazer.

“With eSite, mapping is just the tip of the iceberg,” Houdek said. “By combining our knowledge of the eye care market with eSite’s expertise in mapping and analytical modeling, we are now able to empirically construct the future growth of our organization and also provide our existing operations with data to help ensure their ongoing success.”

About eSite, Inc.

[eSite](#) mitigates risk by providing actionable intelligence that empowers companies to identify new retail locations and optimize the life cycle of existing store networks. The firm uses a proprietary suite of comprehensive tools to help take the guesswork out of big decisions, providing customized solutions for a variety of clients including The Container Store, Le Creuset of America and the Orvis Company.

About Vision Source

Vision Source was founded in 1991 with the belief that eye health care is best provided by an independent family eye doctor, free to make his or her own decisions about what is best for the continued good of the patient. As a member of Vision Source, a private practice optometrist has access to the shared knowledge and resources of a network with more than 2,000 offices. And because each office is independently owned and operated, the entire eye care experience takes place under the watchful eye of a devoted family optometrist.

###

Media Contact:

Elizabeth Pennewill

VP, Marketing & PR, eSite, Inc.

pennewill@esite-usa.com

843.881.7203