XP3® Suite

The **Power** to Generate Actionable Insights

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Is your company spending a disproportionate amount of time on data acquisition and chart building/report creation versus the development of insights and recommendations that drive sales and profitability?

Today, huge amounts of data are purchased, collected, and analyzed by organizations. Competitive advantage comes from their ability to transform that data into useful, action-oriented information. The value which manufacturers can derive from data depends directly on their ability to master the "Data to Benefits" transformation process.
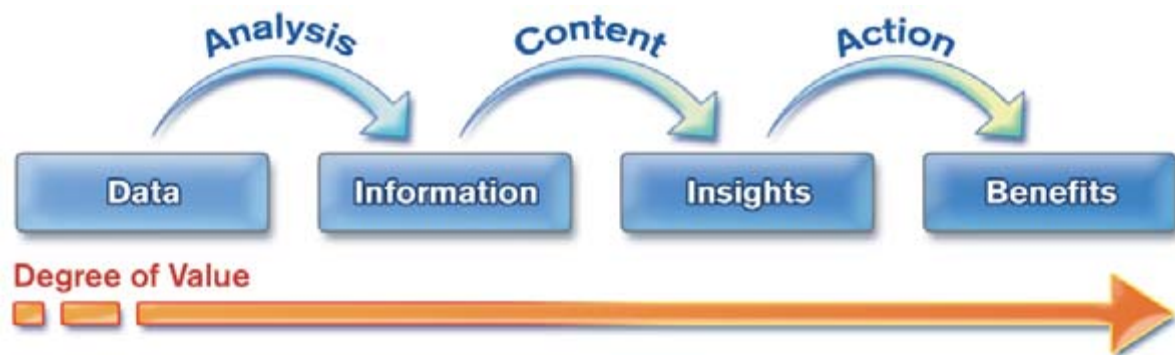
XP3® Suite is a Microsoft® PowerPoint®-based advanced analytic and presentation development solution that transforms data into actionable insights. Utilizing streamlined, user-friendly, analytic capabilities, XP3 Suite improves the quality and development speed of data-intensive, custom presentations for strategic initiatives such as category management, new item presentations and business reviews.

With its robust data loading and integration capabilities, XP3 Suite enables companies to automate and standardize best-in-class data presentations. Business users will spend less time and money on data acquisition and organization and instead focus on the development of insights and tactical/strategic recommendations.

Best of all, XP3 Suite leverages the tools and expertise your organization utilizes today. XP3 Suite's open database architecture runs on Microsoft® SQL Server™, Oracle®, or Microsoft® Access and is fully scalable. In addition, business users will get up and running in no time because the analytics are built within Microsoft PowerPoint using native Microsoft® Office charting functionality.

XP3 SUITE COMPONENTS	INTENDED USERS

XP3® Dimensional Data Loader™

XP3® Dimensional Data Loader™ is a flexible loader that can be modified by an end-user to read virtually any data source. The loader uses a new paradigm for data loading based on user requests and Interactive Edge's extensive knowledge of the various types of data formats. Built on the Microsoft .NET platform, the new loader makes it easy for users to load data in virtually any format without pre-processing or cleansing.

XP3® Data Integrator™

XP3® Data Integrator™ creates mapping dictionaries that facilitate the integration of multiple data sources. XP3 Data Integrator helps data analysts manage back-end data processes so that business users can easily incorporate multiple data sources onto a single chart, graph, or report.

XP3® Data Workshop™

XP3® Data Workshop™ takes advantage of an open database platform to load and store data, integrate multiple data sources, and manage segmentations and hierarchies. With custom segmentations and hierarchies, business users can analyze and view business information from the customer's perspective.

Data Analysts

Business Support Personnel

IT/IM

Sales Technology Specialists

XP3® Presentation Builder™

XP3® Presentation Builder™ is a charting, analysis, and presentation component fully integrated with Microsoft PowerPoint and Microsoft Excel. XP3 Presentation Builder helps category managers and business analysts create best practice, turn-key presentations and reports that can be distributed and updated across the organization and customized in the field.

Presentation Developers

Category Managers

Platform Business Support Managers

XP3® Presentation Viewer™

XP3® Presentation Viewer™ is designed for field personnel, management, or customers to view and customize XP3 Suite-generated presentations. Field users are given a turn-key analysis with the ability to customize, but not author, XP3 charts, graphs, and tables -- just the functionality they need to get the most value from the presentations authored at headquarters.

Sales Personnel

End-User Personnel

Retailers

XP3 SUITE KEY FEATURES:

- **Native Microsoft PowerPoint.** XP3 Suite's report and chart authoring features are integrated directly within Microsoft PowerPoint using only native Microsoft Office charting functionality. There are no custom chart components or proprietary routines to learn. Recipients of XP3 reports and presentations use the XP3 Presentation Viewer to view dynamic, data-driven analysis within PowerPoint.

- **Open Architecture.** Load data from virtually any existing data mart using ODBC or native connectivity. XP3 Data Workshop is a module that allows you to customize, configure, and build databases which can reside in Microsoft SQL Server, Oracle, or locally utilizing Microsoft Access or MSDE.

- **Scalable**. XP3 Data Workshop takes advantage of the scalability of existing industry- accepted database platforms and supports various hardware configurations.

- **Data Integration**. XP3 Data Integrator is a mapping module which allows users to easily map disparate data sources, providing a common view across many different data sources.

- **Customer-Specific Views**. XP3 Suite can use customer-specific segmentation to analyze and display information in the same manner your customers manage their business.

XP3 SUITE BUSINESS BENEFITS:

- **Save Time.** Reduce the time it takes to create category management initiatives, business reviews and other analytical presentations by more than 75%.

- **Improve Your Status as "Category Advisor".** Provide deeper, timelier analysis by proactively identifying problem stores, modules, product lines, customers and more.

- **Understand the "Why Behind the Buy".** Integrate volumetric data (i.e. POS/IRI/ACNielsen Scanner) with consumer, panel, and weather data (i.e. Spectra/Census/NPD) to understand the "why" and predict the "when".

- **Improve Plan-o-gram Analysis and Shelving Recommendations.** Integrate data output from space management applications such as Prospace, Apollo, and Spaceman with retailer POS/scan to analyze merchandising strategies and shelving impact on category and brand performance.

- **Integrate Multiple Retailers POS.** Build custom market databases to better understand share, market trends, and sell-through or to create a gap analysis.

- **Create Custom Hierarchies and Segmentations.** Manage the business from the same perspective as your customer by creating custom hierarchies and segmentation. Analyze key selling seasons such as "Back-to-School", "Christmas", and "Summer".

- **Better Analyze Promotional Data.** Use XP3 Suite to automate pre-and-post event analysis. Integrate POS data with brand spending to better understand ROI, and impact on sales and total category performance.

- **Elevate Learnings Across the Board.** Leverage Best-in-Class presentations and analyses along with intelligent generated insights to improve business building initiatives at all levels of the organization.

XP3® Data Automation™

Streamlined Data Automation through Integration with Microsoft Data Transformation Services (DTS)

Automation of processes such as data loading, data distribution and presentation updates guarantees organizations a consistent flow of information and a clear return on investment.

XP3 Suite's flexible Automation tools integrate with Microsoft Data Transformation Services (DTS) - utilizing a graphical user interface - to automate routines that extract, transform, and consolidate data from disparate sources into single or multiple destinations. Scripting capabilities also enable the automatic refreshing of presentations.

Seamless Integration
XP3 Suite tasks are available within DTS, a widely adopted framework included with Microsoft SQL Server and commonly used for automation of complex data processes. XP3 Suite tasks function in a similar manner to standard Microsoft tasks allowing users of DTS to begin automating processes with a minimal amount of training.

Streamline Your Business
Automate nearly all XP3 Data Integrator and XP3 Data Workshop processes including loading and integrating data, splitting data into manageable cubes and creating custom segmentations, hierarchies and item masking.

Low Cost
XP3 Suite utilizes DTS environments and processes that already exist within your organization, thereby minimizing overhead.
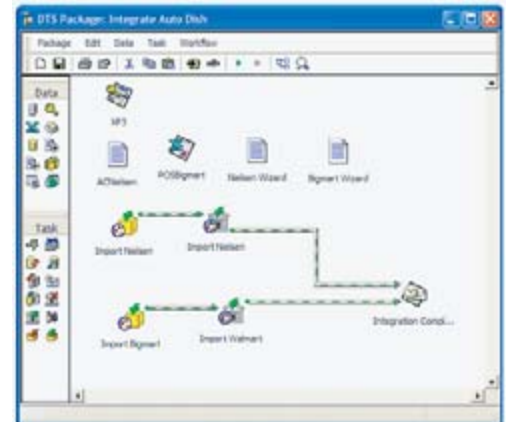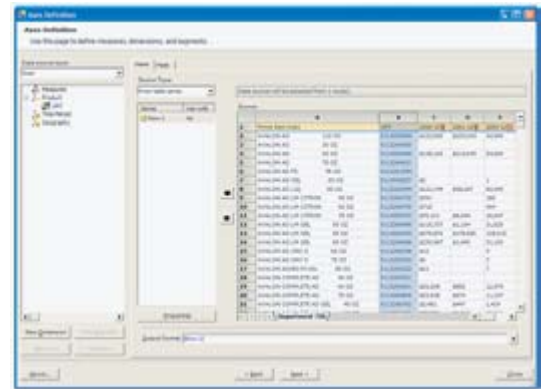

Specifics and Implications

- Automate the loading of monthly, weekly, or even daily data into an XP3 Data Warehouse. Also, automate the "roll-off" of old weeks from the database.

- Automate the integration of data between disparate data providers or sources. Use XP3 Data Integrator to maintain the maps between dimension names of different systems.

- Automate the creation of smaller cubes from the centralized XP3 Data Warehouse and publish them to company portals. End users can then download the cubes to their desktop to work disconnected, allowing them to customize cubes for particular retailers or business situations.

- Use the native features of DTS to send email notifications and improve process visibility.

The ability to read data into an application database without the need to reformat or preprocess has been one of the greater challenges for data loading tools. Most tools in the marketplace utilize a series of intelligent loaders that automatically detect the file format of the data. While these loaders allow users to load data from a variety of formats, they often prove to be inflexible for many types of data that fell outside the predefined formats. To address the numerous file formats, Interactive Edge developed a flexible loader that could be modified by an end user to read in virtually any data source.

The result, **XP3 Dimensional Data Loader** is a loader that uses a new paradigm for data loading based on user requests and Interactive Edge's extensive knowledge of the various types of data formats. Built on the Microsoft .NET platform, the new loader makes it easy for users to load data in virtually any format without pre-processing or cleansing. Now, data sources using any combination of clustered rows or columns and repetitive patterns can be read in automatically. Along with additional flexibility, the speed to load data has been greatly increased.


Specifics and Implications

• Users can load data from almost any data provider including Wal-Mart Retail Link, IRI, ACNielsen, Spectra, Shipments, Retailer POS, custom research or NPD in nearly any format provided.

• Users can import from columns, rows, cells, table headers, table worksheet names, or any combination of these options.

• Users can specify flexible data ranges allowing new columns or rows to be detected automatically.

• The data loader can be used within XP3 Data Workshop, as a standalone application, or even scheduled to run silently using the Windows Task Scheduler.

• Users can import from multiple worksheets or tables in one pass.

• Power users can use regular expressions to perform advanced extractions.

• Configurations can be saved for easy reuse.

Organizations that use integrated data sources, incorporate more granular data, and create adaptive data views can uncover better business insights for themselves and their customers.
For example, by integrating data, manufacturers and retailers can determine how sales demand measures up to actual sales or how well marketing programs perform in a specific consumer demographic.

XP3 Data Integrator gives users the ability to map and in turn integrate disparate data sources including POS, IRI, ACNielsen, RetailLink, NPD and more. Easily managing segmentations and hierarchies, users will gain the ability to uncover better business insights.
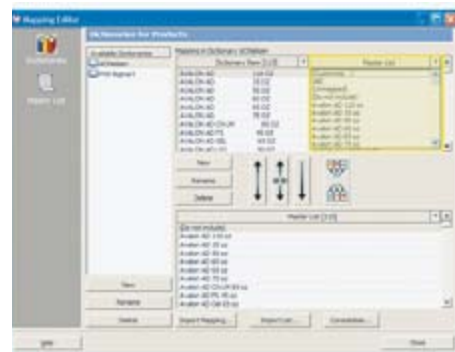
Map and Integrate Disparate Data Sources

Using XP3 Data Integrator to build and maintain maps of product, geographies and other dimensions, users can seamlessly integrate data from multiple data sources.

- Map values in different data sources to a single user-friendly name for any dimension including categories, segments, geographies, products, and measures.

- Automatically match items using various algorithms including "Fuzzy Match", an algorithm for matching items with no key values.

- Use XP3 Data Integrator's advanced filtering technology to quickly find specific items in the dictionaries or master list. This new feature allows users to quickly identify new unmapped items with each data update.

- Using maps created in XP3 Data Integrator, our XP3 Data Workshop component can merge data sources into a single, integrated database...thereby increasing the quality of your analysis and insights.

To maximize your investment, it's essential to standardize and automate how your organization acquires, integrates, manages, and disseminates data.

XP3 Data Workshop is a data management module that allows users to integrate and manage multiple data sources, customize category data, and create and manage hierarchies and segments using an open database architecture.

With custom segmentations/hierarchies, business users can analyze and view information relevant to their internal organization and/or their retail customer.

Dimension & Measure Definition

XP3 Data Workshop provides users with a central interface to define and modify the contents of a data source. Users can define the display format for each measure along with aggregation rules. They also have the ability to create custom measures.

Item Masking

XP3 Data Workshop allows users to create custom labels for key dimensions and measures.

Segmentation & Hierarchy Building

XP3 Data Workshop's segmentation and hierarchy builders allow users to create, edit and modify segmentation and/or hierarchical information. Users can manage UPC segmentation tables to create subtotals not provided by data vendors, or build custom category hierarchies. Users can also manage subtotals that are calculated on-the-fly.

Open Database Platform

XP3 Data Workshop is compatible with any ODBC engine, DBMS, or any data source permitting an open database connection in a non-proprietary database format. Users can import multidimensional data from and into Microsoft SQL Sever or Oracle, or create smaller local slices using Microsoft Access.
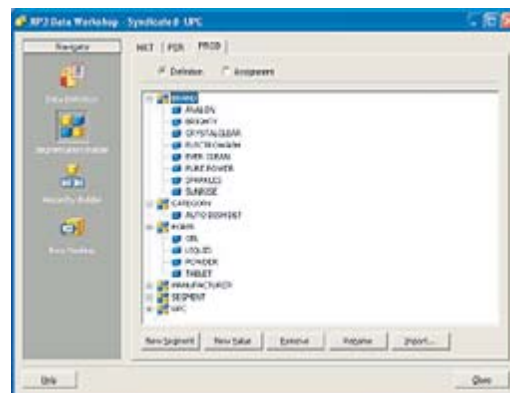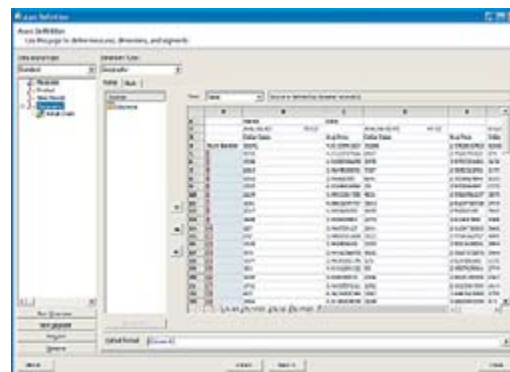
The sure and quickest path to actionable insights means defining and implementing Best Practices. Using technology to automate Best Practices frees time to focus on those opportunities that directly contribute to top-line sales and bottom-line results.

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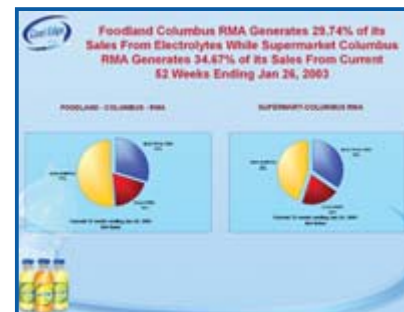
Built on Standards
XP3 Presentation Builder is completely integrated with PowerPoint and Excel so that you can take advantage of existing skills and knowledge in your organization. Personnel can analyze and present without ever leaving a familiar environment. XP3 Presentation Builder also uses native Microsoft Office charting components. This means novices can quickly begin building charts and reports without learning new software. "Power users" can leverage their Excel skills to create more insightful charts and graphs.

Create and Organize Best Practices Analyses
Best practice slide libraries ensure that the best approach to analysis is executed throughout your organization. With XP3 Suite's **Best Practices libraries**, you can create, organize, and deploy best practice data analyses, creating a center of excellence within your organization. XP3 Presentation Builder comes with 40 best practice slides covering market/retailer assessment, consumer assessment, scorecard, tactics, new product performance, and category management.

Simplify Charting and Reporting
The XP3 Chart Wizard simplifies the building of charts and reports by guiding business users through easy-to-follow steps to embed an Excel chart directly into PowerPoint. The XP3 Chart Wizard contains built-in calculations such as percent change, share, and index. You can also create your own custom calculations by taking advantage of Excel's advanced features.

Automate Insights with Intelligent Text
Charts and tables often contain more information than people realize or can immediately discern. XP3 Presentation Builder's intelligent text feature helps you create dynamic headlines and bullet points that call out the most important insights automatically. Intelligent text is linked to the data in charts or tables and is automatically updated each time data selections change.

Disseminate XP3 Analyses
XP3 Suite's packing and unpacking feature gives your organization the means to quickly and easily disseminate XP3 analyses across the enterprise. Presentations can be unpacked, viewed, and customized by anyone with XP3 Presentation Builder or XP3 Presentation Viewer installed on their computer.

XP3® Presentation Viewer™

Opportunity Gap Analysis

Sharing your analyses with a wide audience means taking the best thinking in your organization and sharing it all the way down the line. Giving users the ability to customize and update best practice presentations saves time and adds value to the analyses.

XP3 Presentation Viewer is designed for field personnel, management, or customers to view and customize XP3-generated presentations. Field users are given a turn-key analysis with the ability to customize, but not author, XP3 charts, graphs, and tables -- just the functionality they need to get the most value from the presentations authored at headquarters.

XP3 Presentation Viewer has built-in functionality for field personnel or presentation recipients to customize analyses, presentations, and reports for their accounts without getting bogged down with advanced authoring functions. XP3 Presentation Viewer contains a limited set of features including:

- Customize and refresh data on a single slide or throughout the entire presentation

- Modify and copy charts, slides and templates

- Modify global settings to automatically customize the presentation for your market or account

- Pack and unpack the presentations for easy, efficient distribution

- Non-XP3 Suite PowerPoint users can still see the entire presentation, but just can't source data on-the-fly

Modify Data Selections and Refresh Data
With XP3 Presentation Viewer, presentation recipients can change the data settings for individual slides or for the entire presentation. Because XP3 presentations are packed with a specific set of data, personnel or customers can only modify data that the author has packed with the presentation.

Easy Deployment
XP3 Presentation Viewer is easy to deploy. People in your organization can download it from the Interactive Edge Support Center or you can distribute and install it internally.

Interactive Edge is an award-winning developer of advanced data analysis and presentation development tools for consumer goods companies. Our software solutions enable companies to more effectively communicate their go-to-market strategies, specifically as it relates to retail execution.

Interactive Edge's clients are made up of some of the world's largest global consumer goods companies and include household names like Hormel Foods, Colgate-Palmolive, PepsiCo including their divisions Pepsi-Cola, Frito-Lay, Quaker Oats and Tropicana, Cadbury Schweppes Americas Beverages, Eastman-Kodak, Campbell's, Anheuser-Busch, Diageo, Oberto Sausage Company, Applica, Hasbro Toys, Mattel, Fisher-Price, Briggs & Stratton and Georgia-Pacific Corporation.

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