XP3®

XP3 - it's a strategic advantage.

Flexible - XP3 Suite works with almost any data source and can be configured to provide as much or as little functionality as your business needs. XP3's front-end analysis and automated presentation development tool works with your existing data management solutions or leverage XP3's full functionality by implementing its integrated data warehouse.

Scalable - XP3 will handle your needs: large or small. It is built to support Microsoft SQL Server Analysis Services (SSAS) and SAP NetWeaver BI, and takes full advantage of this powerful technology to provide scalability, high-performance querying, and user-based data security.

Easily Deployable - No need to twist the arms of your sales team to effectively use this technology; XP3 leverages Microsoft Excel's powerful charting and graphing functions seamlessly within Microsoft PowerPoint.

Dynamic - In addition to freeing up valuable resources across the enterprise, PowerPoint presentations generated by XP3 provide field users and management with the latest information, as well as the ability to customize on-the-fly.
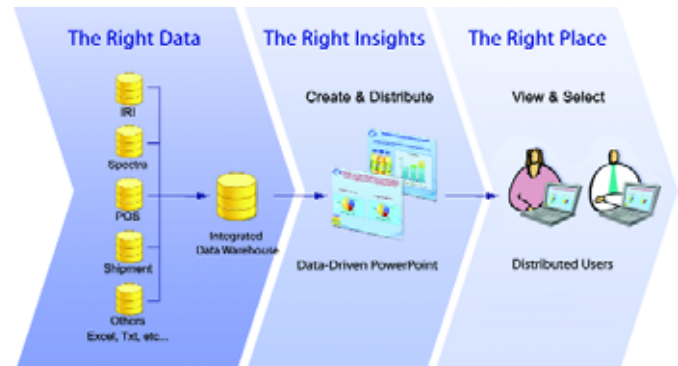
The right data. The right insights. The right time.

XP3 combines a powerful data analysis engine with flexible end-user tools to summarize and visualize the right data for the right audience. Users creating presentations with XP3 can automatically include intelligent summaries, as well as charts, graphs, and tables that utilize corporate data and are easily understood by any business audience.

Integrated with Microsoft Office, XP3's visually stunning, data-driven presentations use the two desktop applications users are most familiar with: Microsoft® Excel and Microsoft® PowerPoint®.

XP3 Components

XP3's flexible, scalable design allows you to deploy as much or as little functionality as your data management environment requires. Layer XP3's front-end analysis and automated presentation development over your existing data management solutions, such as Microsoft Analysis Services or SAP NetWeaver BI to enhance and extend their value, or leverage XP3's full functionality by implementing its back-end data loading and integrated data warehouse functionality to meet all your information management requirements.

XP3®Presentation Builder™

XP3 Presentation Builder is a powerful presentation and analysis authoring tool that is fully integrated within Microsoft Office. XP3 Presentation Builder allows users to connect standard Microsoft Excel and Microsoft PowerPoint content to the XP3 Data Warehouse, Microsoft Analysis Services or SAP NetWeaver BI, and provides a robust toolset for presentation creation, customization and distribution. All content created via the XP3 Presentation Builder, from slide titles and bullet points to multi-axis graphs, is completely dynamic and can easily be drilled down for custom analytics on-the-fly.
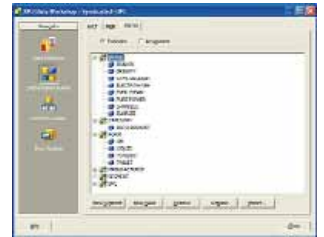
XP3® Presentation Viewer™

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, tables and geographical maps -- just the functionality they need to get the most value from the presentations authored at headquarters.
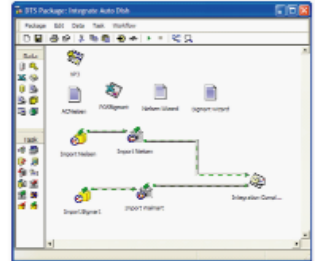
XP3® Automation™

XP3 Automation includes a layer of web services - XP3 Service Bus - which allows automation of every aspect of the business processes surrounding XP3's implementation. Built with interoperability in mind, the web services are platform independent and can be called by any standard XML web service consumer. In addition to XP3 Service Bus, XP3 Automation includes custom DTS tasks, which can be used to implement XP3-specific workflow processes in a robust workflow environment like SQL Server Data Transformation Services (DTS). The services and DTS tasks in XP3 Automation include both data and presentation automation.

XP3® Dimensional Data Loader™

The XP3 Dimensional Data Loader is the unique and powerful Extract Transform and Load (ETL) tool designed to accommodate virtually any type and format of data without custom programming. The XP3 Dimensional Data Loader is typically employed by business-users or IT to load data from syndicated suppliers, Point of Sale (POS) systems, proprietary sources and enterprise data marts into the XP3 Data Warehouse.
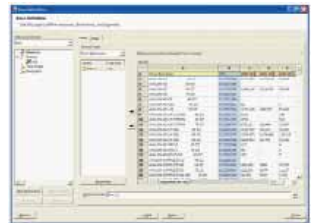
XP3® Data Workshop™

XP3 Data Workshop is the powerful interface of the XP3 Data Warehouse that allows business users to manage the data sources for specific business purposes. XP3 Data Workshop maintains the specific segmentation (e.g., color, size, and brand) of each product in the warehouse for accurate and consistent reporting and analytics, and also provides the ability to merge data sources, create and import data hierarchies, create custom measures and affect item names.

XP3® Data Integrator™

XP3 Data Integrator is the mapping tool that allows the merging of disparate data sources. Using a combination of proprietary algorithms and point-and-click technology, business users can easily match items across multiple data sources and create both one-to-one and many-to-one relationships. XP3 Data Integrator empowers business users to take the next step and compare sales to depletions, syndicated data to consumer information and more.

Solutions from Interactive Edge deliver proven business benefits

Increase Revenue:
- **Improve account level sales performance**
- **Increase your value as a partner to the retail buyer**
- **Ensure consistency with "one face to the customer"**

Decrease Costs:
- **Speed to insight through automation**
- **Eliminate low value data preparation tasks**
- **Provide push and pull access to data**

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about interactive edge

Interactive Edge is a Microsoft Certified Partner and is certified by SAP for NetWeaver® integration. Year after year, the Company is the recipient of numerous awards including *Consumer Goods Technology Magazine's* "Best in Class" and "#1 in Customer Experience." Our global customer base includes Cadbury-Schweppes Americas Beverages, Colgate-Palmolive, ConAgra Foods, Mattel/Fisher-Price, Diageo, Hormel, OSRAM Sylvania, and many other Fortune 500 manufacturers.

SAP® Certified Integration

Microsoft CERTIFIED *Partner*

Front Runner

**Voted #1 in Customer Experience
Two Years in a Row
Best in Class in Sales Force
Automation & Analytics**

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