



Extending the value of Business Intelligence
by turning your sales and marketing staff into
category and revenue generation experts



Does your Sales Effectiveness and Category Management platform:

Stand the test of time?

- Minutes to load virtually any source of data in XP3's intuitive tools vs. days or weeks of custom coding with the competition
- Seconds to automatically generate multiple, client-ready presentations with XP3, vs. hours to produce results in other systems
- Instant Microsoft® Office integration vs. hours of copying and pasting content into PowerPoint® from third-party charting and websites

Support the technology you're investing in?

- Microsoft certified support for Office 2000 through Office 2007 and Windows Vista™ from XP3 vs. outdated technologies that require old versions of Office and Windows to run
- Certified, out-of-the-box connectivity to SAP NetWeaver BI and Microsoft Analysis Services platforms from XP3 vs. antiquated dependence on proprietary systems
- Support for scalable, industry standard enterprise-wide databases with XP3 vs. proprietary desktop databases

Work as hard as you do?

- Easy-to-use authoring tools from XP3 vs. rigid pre-defined templates
- Flexibility to use any source of data in XP3 vs. a narrow focus on syndicated data only
- Incredibly detailed intelligent findings with XP3 vs. canned "smart text"

Produce measurable results?

"CSAB engages in situational selling. During key buyer presentations, we need to position the company as knowledgeable, insightful and someone to partner with. Interactive Edge gives us the technology to allow us to do that and the tool helps us do that quickly. Situational selling has made us very, very productive, and having that kind of thinking and that kind of tool has literally tripled our productivity. It is incredible what it has enabled us to do."

Craig Hodnett

Vice President, Category Management, Cadbury Schweppes Americas Beverages

"XP3 allows for the creation of 'mini-analytic decks' that direct the sales person to the greatest opportunities for an account. This allows the sales team to rapidly understand issues. In turn, they can be conveyed to the customer and solutions can be offered on the spot."

Jennifer Halliburton

Director of Category Management, American Italian Pasta Company

"Competitive advantage in the marketplace is driven by many factors, one of them is speed to insight. Many companies have the data and insights, but cannot get to it or it takes too long to turn it around. Organizations that can get out of the 'hunting and gathering' mode and into the insights delivery mode will be the winners. Speed to insight is a game changer."

Joe Patti

Vice President, Category Management, Anheuser-Busch

Interactive Edge's XP3 is a powerful data analytics and presentation platform that enables your sales and marketing teams to leverage all data sources, conduct powerful category management and revenue optimization analyses, then quickly and cost-effectively generate customer specific and customizable data-driven presentations, leveraging what they use today - Microsoft PowerPoint with Excel charting.

XP3's flexible, scalable design allows you to deploy as much or as little functionality as your business 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 PowerPoint.

XP3 Presentation Viewer™



XP3 Presentation Viewer is designed for field personnel, management, or customers to view and easily customize XP3 generated presentations.

XP3 Automation™



XP3 includes automation of every aspect of the business process to create work flows and drive efficiency.

XP3 Dimensional Data Loader™



XP3 Dimensional Data Loader is unique and accommodates virtually any type and format of data without custom programming.

XP3 Data Workshop™



XP3 Data Workshop is a powerful tool that allows business users or IT to manage and customize data sources for maximum flexibility and impact.

XP3 Data Integrator™



XP3 Data Integrator empowers business users to take the next step and compare sales to depletions, syndicated data to consumer information, and more.



XP3 Microsoft MapPoint Add-In

XP3 can insert and populate information-rich data-driven maps in Microsoft PowerPoint.



XP3® Features

- Integration with Industry Leading OLAP and BI Platforms - Direct connectivity to Microsoft SQL Server Analysis Services and SAP NetWeaver BI for advanced analytics, true scalability and advanced security
- Open Database Architecture - Store data locally, or in an enterprise Oracle or SQL Server environment in an open standard database architecture
- Integration with Microsoft Office - Leverage your existing Microsoft Excel and Microsoft PowerPoint expertise
- Business Process Automation - Automate the entire business process from data management through presentation creation and distribution
- Easy-to-Use Analysis and Presentation Tools - Create dynamic, data-driven presentations out-of-the-box within Microsoft Office
- Flexible Data Distribution - End-users can access data directly from a central server, use local data sets, or receive local data from the server via push or pull technology
- Creation and Distribution of Best-Practices - Share your organization's best thinking and the appropriate data with user-friendly distribution tools and class-leading automation
- Automatic Generation of Microsoft PowerPoint Presentations - Automatically populate multiple data-driven presentation scenarios from a single Microsoft PowerPoint file
- Unique Data Loading and Management Capabilities - Intuitive and powerful tools allow business users and IT to load, manage and integrate any data without entering a single line of code



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