Full Text Mapper
Fast… Objective… Visual…

What do you do with your full text data?

Does your company collect full text data from survey answers, interviews, website feedback, customer relationship databases and other places? How do you analyze this full text data that you have collected?

Many companies invest large sums of money to have this electronic information analyzed manually or avoid capturing full text information all together. Other companies just collect and store the information but do not use it. What do you do?
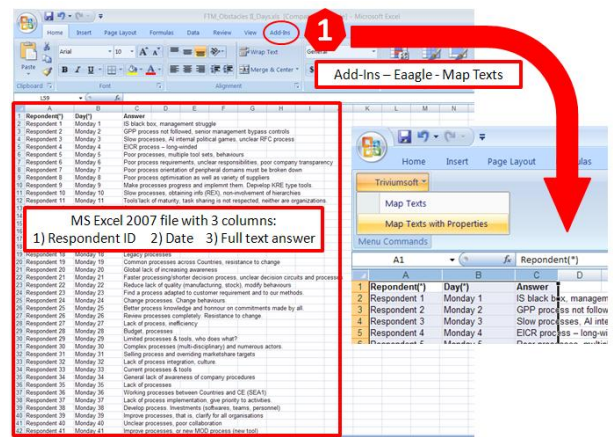
Regardless of your answer, we can help! Eaagle Full Text Mapper desktop software enables you to **rapidly analyze** large volumes of free-text data, create *on-the-fly* reports and **quickly communicate** findings from survey answers, interviews or other sources. Designed for survey analysts, market researchers, consultants, professionals (marketing, communications, HR, R&D, etc.), professors and students, this **easy-to-use** software will solve your full text data dilemma today!
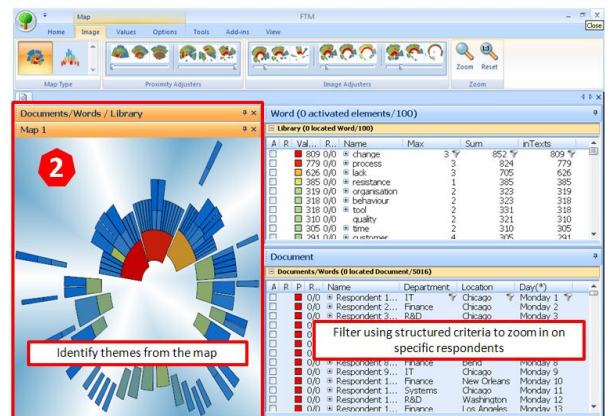
Here is what you can do!

- **Start Now – Nothing to Prep! –** read and manipulate full text data easily and quickly – no need to index documents, predefine categories, or create taxonomies or lexicons

- **Comprehend vast amounts of data within a short amount of time –** through visualization of data on a single image

- **Discover additional, unexpected pieces of information –** unearth "weak signals" (small pieces of relevant information buried under huge amounts of data that is of no interest to the analyst)

- **Communicate data-rich findings on complex information –** intuitive graphical map interface provides a visual summary of the information in an easy-to-read format

- **Generate customized reports** – create custom report templates consistent with your company standards to use for reporting your data findings

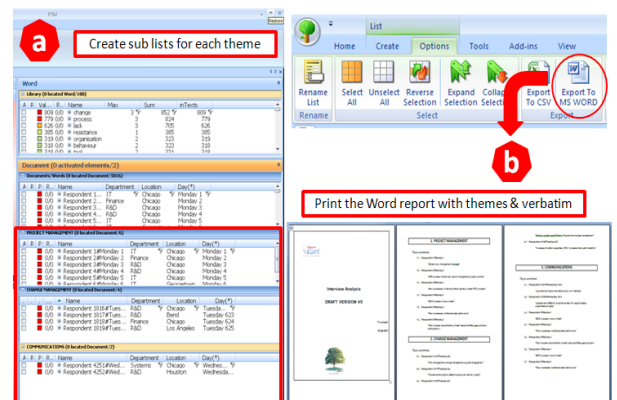### Visit www.eaagle.com to view a demo today

Step 1: Launch FTM directly from Excel to map raw text (no prep time required)

Step 2: Explore the map, discover themes and topics, and create verbatim lists for report

Step 3: Generate an MS Word report using identified themes and associated verbatim

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Software Requirements
- Windows XP / Vista - MS Excel 2003 and MS Word 2003 or later
- Minimum 2GB RAM