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Why-Rosetta?
Executive Summary Document

Includes:

- Company and product overview
- Quantified time and cost savings as reported by users of the product.
- Competitor comparisons
- No-cost evaluation trial information

Produced By:

Global Sales Agency For Rosetta Studio
STARFIRE
CONSULTING LLC
Expert Tabulation Services and Market Research Consultancy

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You already have **your** way of creating reports, and usually it works fine, even though it can be **slow and tedious**.

You like the idea of automation, but you **can't afford** to spend a huge amount of money and time to learn yet another new system and change the way you collect and process data just to **maybe** save a bit of money on making slides.

Besides, automation systems either **force you to use their restrictive** all-in-one system, or they are **too complicated and only work for large projects**. **They cost too much**, are not useful for everyday work, and these companies really make money charging consulting fees rather than having a good product that just works they way it should.

rosettastudio is Different!

rosettastudio Overview: The 5Ws

WHO is?
rosettastudio

A company of dedicated software developers, knowledgable support staff and market research experts who know the industry, understand your work and want to make it easier.

WHAT is?
rosettastudio

Rosetta Studio streamlines and automates PowerPoint and Excel reporting from tabular data.
A unique drag and drop graphical environment and a full-featured tagging system allow ultimate flexibility.

WHERE use?
rosettastudio

From automation staff and dedicated charting/graphics departments, to researchers and executives, Rosetta Studio works well for everyone.
Whether technically-inclined, or inclined-to-not-be-technical, our software is powerful yet easy to use.

WHEN use?
rosettastudio

NOW!
Rosetta Studio is for both Ad-Hoc and Tracking studies, projects big and small. There is extremely minimal disruption to your current workflow, so you'll be started quickly.

WHY use?
rosettastudio

It goes beyond time and money - though you'll save plenty of both. Produce higher quality reports in less time, eliminating the tedium so you can focus on insight and depth.
Give you clients more, faster and at higher profit margins.

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rosettastudio Overview: The Big H . . . How?

Two modules with unique approaches work together for ultimate power and flexibility

Rosetta Studio has two main modules that approach the report creation process from different perspectives. These modules are complementary and each can reduce the work needed in the other.

1- GENERATE IS OUR GRAPHICAL DRAG-AND-DROP REPORT BUILDER MODULE:

With Generate you work within our custom interface and generate native PowerPoint (or Excel) when your report is complete.

Generate has many powerful tools for prepping data and streamlining slide creation, including abilities that go well beyond what PowerPoint itself can do, such as unlimited "theme" colors and sig letter support, while still producing 100% native PowerPoint (or Excel) files.

Any item in Generate can be instantly converted to a reusable template, and data-posting errors are completely eliminated.

2 - POPULATE IS OUR TAGGING SYSTEM MODULE:

In converse to our Generate module, Populate allows working within PowerPoint (or Excel) directly.

Tags are added to any PowerPoint file to tell Rosetta Studio where to pull in data, apply conditional formatting based on if/then tests and perform on-the-fly calculations and comparisons.

Utilize PowerPoint as usual to set static formatting, chart types, fonts, etc. - add tags only where data or dynamic content is needed.

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## Module 1 Details: Generate

GENERATE IS ROSETTA STUDIO'S GRAPHICAL DRAG-AND-DROP REPORT BUILDER MODULE:

1 - IMPORT TABULAR DATA:

Rosetta Studio supports single-click import of tables from most major tab systems: Quantum, SPSS, Wincross, CfMC and more!

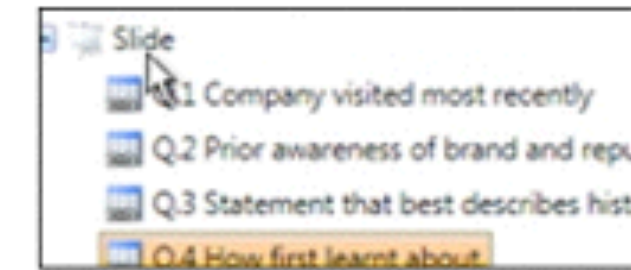Use any tab system, any data collection system - Rosetta Studio works around YOUR workflow.

A run of tabular data imported into Rosetta Studio is referred to as a data-pool, and individual tables within a data-pool are referred to as data-tables.
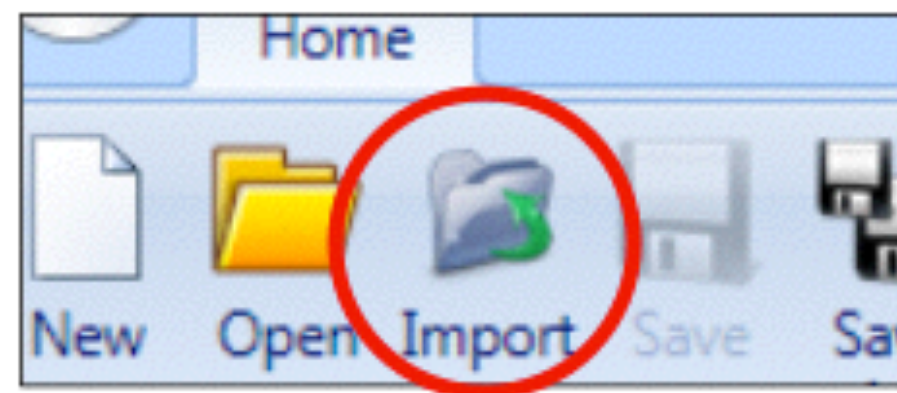
2 - BUILD YOUR REPORT:

2A - BUILD SLIDES BY DRAG-AND-DROPPING DATA-TABLES ONTO SLIDES.
No cutting and pasting means no errors.

2B - PREP DATA:
THE DATA-EDITOR QUICKLY HIDES AND PREP DATA-TABLES. Choose only specific banner points to chart, reorder columns and even combine tables from separate sources. Re-show any hidden data and all charts and tables expand to accommodate the new data. Easily handle tracking studies too.
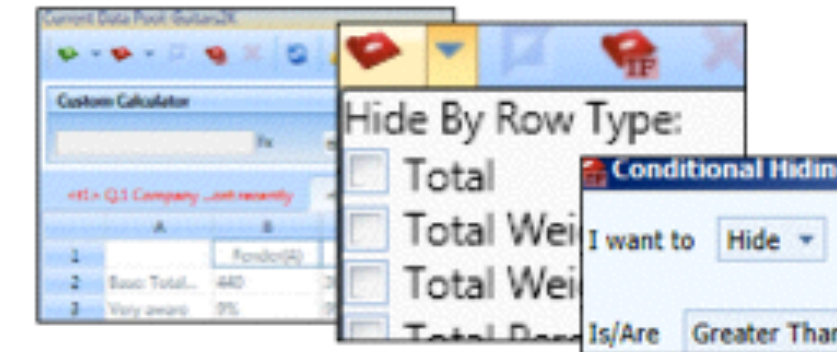
2C - USE POWERFUL TOOLS & MARKET-RESEARCH SPECIFIC FEATURES to create highly customized slides fast.

Some tools and market-research specific features include:

COLOR MAPS AND COLOR PALETTES. Set report-wide coloring/formatting based on text-matching, in one central location. Go beyond PowerPoint's color restrictions.

STREAMLINED CHART & TABLES OPTIONS INTERFACES THAT GO BEYOND POWERPOINT. Such as charting significance letters automatically!

DYNAMIC TEMPLATES. Templates can contain information for an entire slide or a single chart or other item, and changing a template instantly changes all linked items.

POWERFUL DEFAULTS. Quickly set defaults that shape your entire report, providing complete consistency and reducing your workload to only the elements requiring specific customization.

TEMPLATE SCANNER. Scan existing PowerPoint files to bring in existing slides or individual charts as reusable templates.

3 - GENERATE 100% NATIVE POWERPOINT:

The files Rosetta Studio creates are native PowerPoint/Excel xml and have no limitations - charts are fully editable, etc.

The end-user has no indications the file was created by Rosetta Studio.

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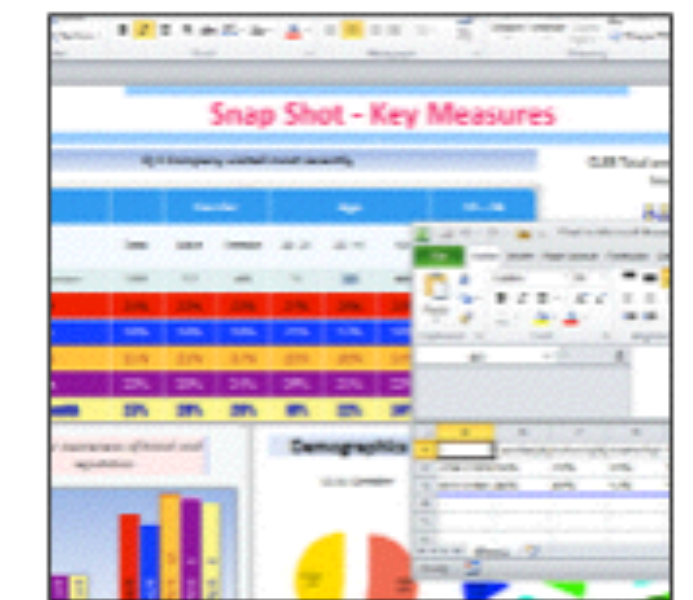
# rosettastudio Overview: The Big H . . . How?

Module 2 Details: Populate Tagging

POPULATE IS ROSETTA STUDIO'S TAGGING SYSTEM MODULE:

1 - CREATE A TAGGED SHELL:

A tagged shell is a report without actual data, rather tags. The Generate module makes creating tags as simple as copy-and-paste, and Generate projects can instantly be converted to tagged shells.

Tags can do things as simple as pull data into a chart or as complex as applying dynamic formatting and output based on testing, calculating and comparing data on the fly.
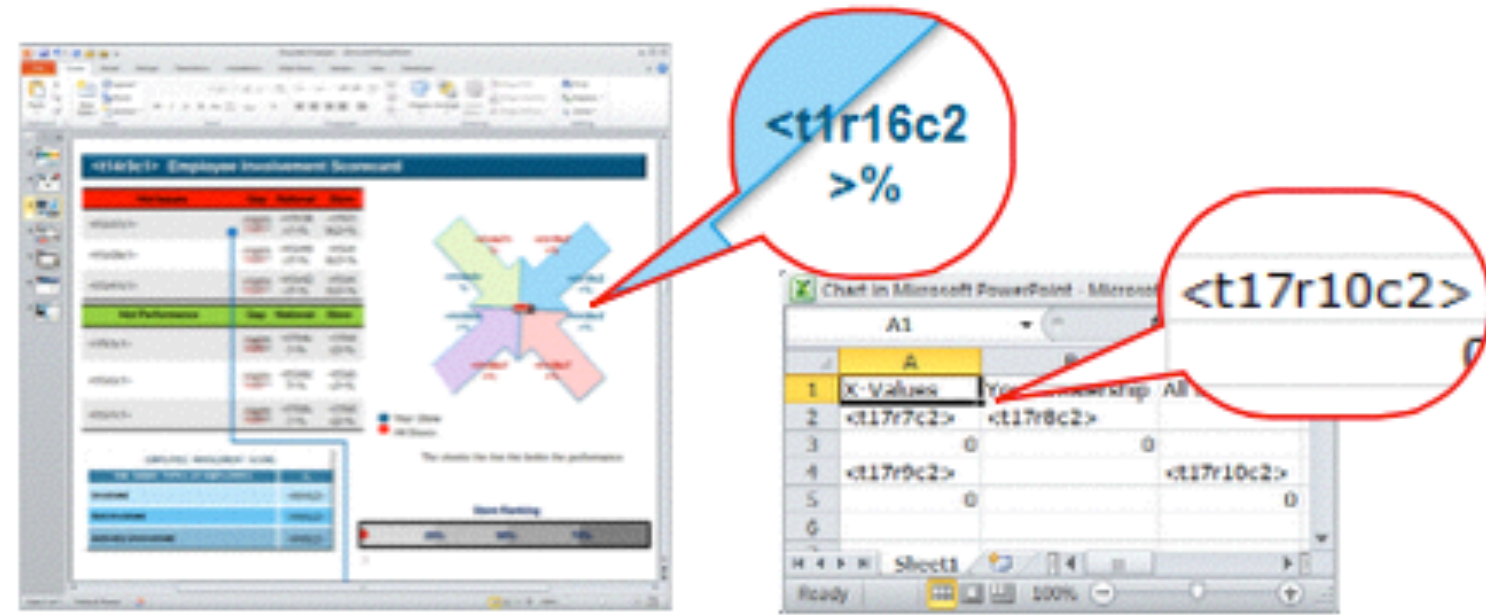
2 - SELECT THE DATA SOURCE(S) TO POPULATE THE TAGGED POWERPOINT SHELL WITH DATA THROUGH ROSETTA STUDIO:

Use Batch Populate to create multiple reports from the same shell but from different data runs.
Data for use with Populate can be manipulated and prepped within Rosetta Studio's Generate Module.
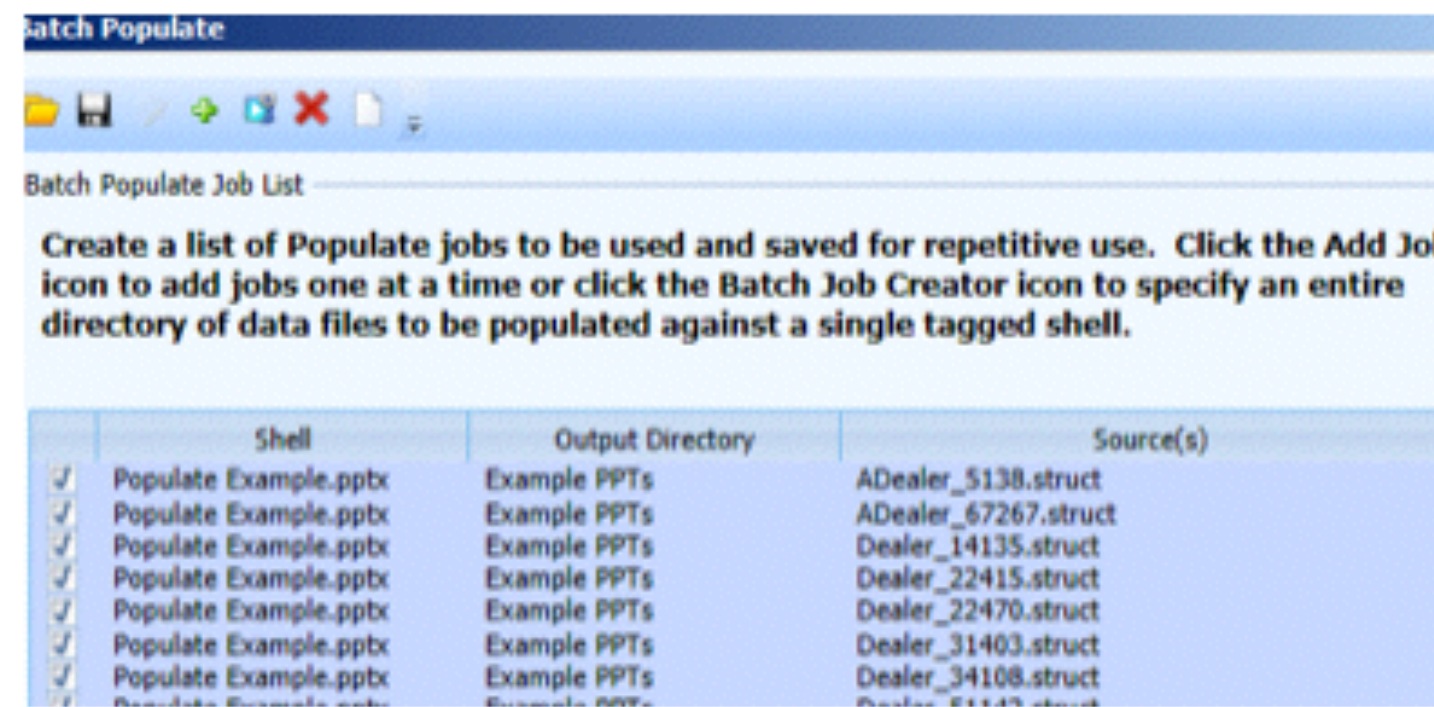
3 - NATIVE POWERPOINT FILES ARE PRODUCED WITH TAGS FROM THE SHELL FILE REPLACED WITH ACTUAL DATA:

Notice the different data and arrows in each report below.

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How will rosettastudio save me time and money?

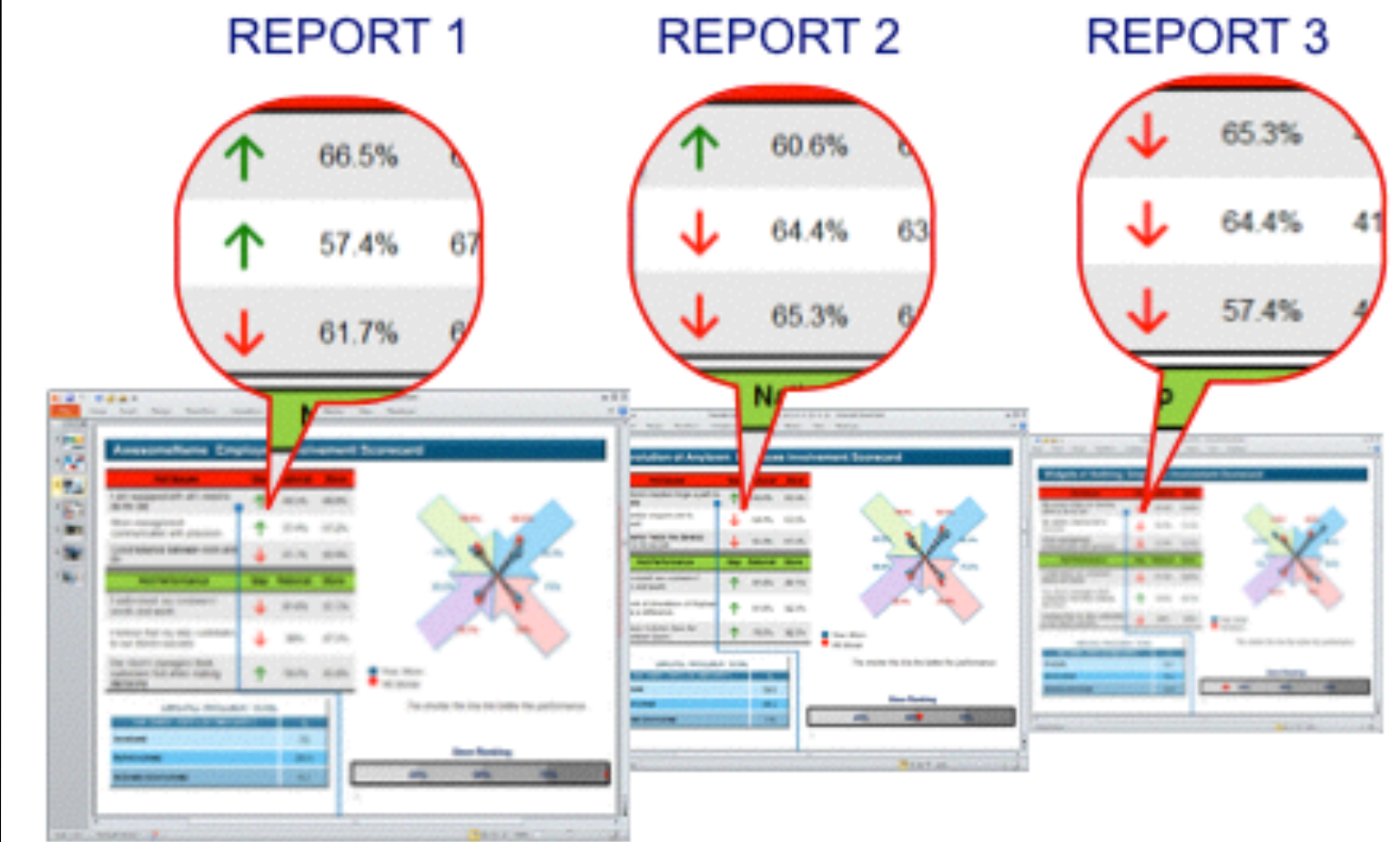|	
Decrease time, while increasing accuracy!	Not only do you save time creating, but you save time checking by eliminating manual posting errors. Free your staff to focus on insight, not input.
Do it once!	Rosetta Studio is geared toward making everything you do easily repeatable and portable. Do your setup work once, and reuse it everywhere, with drag-and-drop ease, across projects, across clients. Change settings in one template and affect multiple reports instantly.
Living Documents mean no manual reposting!	Reports created with Rosetta Studio can be refreshed with new data automatically - so you can start reporting with partial data, never worry about last minute weighting changes and not scramble when DP errors crop up.
Offer more reports, for lower cost, yet make more profit!	Offer your clients multiple versions of reports at low cost, knowing that with Rosetta Studio these extra reports are only minutes of work to create. With Rosetta Studio, you can create the initial report, then produce the same report 10 times over for different regions in virtually no time!
Researcher friendly!	Rosetta Studio is robust and powerful so it is well used by dedicated reporting staff, but it is also user-friendly and easy for researchers to use too. Researchers can "spec" reports within Rosetta Studio to pass to reporting staff, or handle the entire process themselves. Cut out the middleman!
Recycle!	Rosetta Studio does not tie a report to specific data - so entire reports can be reused with new data. Have a study that is the same overall report setup as a previous study, but different responses and banners? Your full report could be done in seconds!

And Rosetta Studio costs less than other, less-functional systems!

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Can you quantify the time savings rosettastudio will provide?

Large projects with multiple reports of the same overall setup	There can be massive time savings for this type of project. After the first report is done, each subsequent report through the same overall report shell takes virtually no human time. So create reports for each of 100 (or more) dealerships/stores/etc in the same time it takes to create 1 report manually! And never worry about data-reposting for whatever reason - it's automatic!	**10+ times faster!**
Small ad-hoc projects with a lot of customization	Rosetta Studio works efficiently for small, very custom reports. Importing data can be as simple as 1-click, so there is no time-overhead to get your data ready for Rosetta Studio. Within Generate, expect to complete the report 3-5 times as fast - and never worry about manually reposting data nor data-checking! And reuse this work easily for other projects.	**3-5 times faster!**
Routine ad-hoc work for the same client or data-type	As you build your template library within Rosetta Studio, the time savings can be dramatic. Our dynamic templates mean making a change in one single location changes all linked items. So you can start a report with a standard template for the client, then make the few customizations needed for a particular report and have that change affect hundreds of slides at once.	**5+ times faster!**
Reports with significance letters	Including significance letters is simple with Rosetta Studio's Generate module - simply click a checkbox and the chart will include significance letters in the data labels, with specific formatting for the sig letter and/or the significant data value. A task that used to be tedious and error prone is now automatic and error free!	**10+ times faster!**
Very specific color settings - the client wants each brand in the report to have specific colors and formatting	Color Maps make this simple - override all other color/formatting settings anytime a specific text-search is found. So you can reuse any existing template or report and easily apply the formatting options and colors report wide, from one location. Reuse and share color maps for complete consistency and additional time savings.	**10+ times faster!**
Images in chart category labels - such as logos	Our image replacement tool makes this very easy - just specify images you want to use and what text to replace with what image. Images are embedded in the chart, not just laid over the existing text, so they move with the chart. Easily offer your clients this extra customization to set your reports apart from the competition.	**10+ times faster!**

And we have testimonials from real users to back up these savings!

"X times faster" is a comparison to standard manual reporting processes.

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How does rosettastudio compare with: E-Tabs Enterprise?

General Comparison:	RS	E-Tabs	Notes:
A deep and wide array of tools that save time and effort on project of all types.	✓	X	
Effective for ad-hoc and small-medium projects, as well as large and multi-report projects.	✓	X	
Imports tabular data directly with no reader-writer / data-tagging step.	✓	X	**E-Tabs requires tagging of the data.**
Tagging syntax is easy to learn and understand.	✓	X	
Ability to easily handle new data (for an existing report) with differently ordered tables and/or responses, new responses, etc.	✓	X✓	**E-Tabs requires re-tagging.**
Batch report creation utility that will not run out of memory and creates 100's of reports from 1 master shell.	✓	X✓	**E-Tabs has memory restrictions.**
True Full-Support with no consulting fee schedule; support will gladly get hands-on to solve your complex problems.	✓	X✓	**E-Tabs charges consulting fees.**
Column Manager tool for quickly combining tabular-data files (even from different tab softwares), reordering, renaming columns.	✓	X	
Handles non-English characters in data and has a **multilingual interface** (English, French, German with more to come).	✓	X	
Data Editor to prep data for reporting (hide specific columns, reorder rows, hide counts, etc), minimizing extra DP work.	✓	X	
Image Replacement Tool to replace chart category axis text in PowerPoint files with embedded images that move with the chart.	✓	X	
Modern software architecture and continual development of powerful new features.	✓	X	
100% Accurate Data Posting because data is being posted "programmatically" and not subject to human errors.	✓	✓	
Quick Info: Rosetta Generate Module Graphical PowerPoint Builder. Work outside of PowerPoint in a streamlined environment and Generate 100% native PowerPoint:			
Drag-and-drop system and friendly User-Interface: Simply drag-and-drop to create slides/objects and drag to load data into objects.	✓	X	E-Tabs Enterprise is only a tagging system, which makes it far less flexible and unsuited for smaller projects.
Templates allows for quick re-use and sharing of slides and individual objects; changing a Template changes all linked items.	✓	X	
Chart Scanner: Scan charts in existing PowerPoint files to create reusable Rosetta Studio templates instantly.	✓	X	
Color Maps set formatting based on specific text: Set global chart/table colors/formatting for "Text X" from a central location.	✓	X	Rosetta Studio has a tagging system called Populate, as well as a drag-and-drop system called Generate briefly described to the left.
Sig Characters: Control the placement and formatting of significance characters in chart data labels and tables.	✓	X	
Auto-tagging: Convert a Generate project to a Populate Tagged shell at any time.	✓	X	
Preview: Highly accurate preview of slides/objects allows easy & quick experimentation. Visualize your report as changes are made.	✓	X	
Update: With 4 mouse-clicks, repost data to an entire Generate-created PowerPoint file automatically; any manual work done within PowerPoint itself will be left intact! Work with partial or unweighted data to get reporting started early, and/or quickly repost an entire report due to unexpected data changes. Update can also be used to change options-only in a Generate-created PowerPoint file for times when manual data changes may have been made in PowerPoint but chart-type, formatting, etc changes are needed.	✓	X	Clients report time savings of 6 to 1 using Generate for ad hoc projects.

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How does rosettastudio compare with: All-In-Ones, (ex: MarketSight)?

General Comparison:	RS	All-in-1	Notes:
Supports data collection from any source so you are not limited to only one source / system / method for data collection.	✓	✗	**All-in-ones are very limiting**
Allows data processing in any system, so you can use outside vendors, match the tabulation software (Quantum, SPSS, etc.) to the project's needs and/or use tabular data from a source where you have no control over the collection/processing (such as when taking over an existing project).	✓	✗	**All-in-ones require their tabulation system be used, which is often onerous (non-programatic / non-scriptable so DP is limited)**
Creates very simple reports with limited control over charts and formatting.	✗✓	✓	**Rosetta Studio has advanced controls and tools, but can quickly create simply reports as well.**
Creates advanced, highly formatted reports, rather than off-the-shelf, pre-canned, and simple charts.	✓	✗	
Tagging system for complex reports with dynamic content and on-the-fly data comparisons, even across different data sources.	✓	✗	
Ability to collaborate with non-program users to distribute reports in PowerPoint for feedback and changes, yet retain the ability to automatically repost new data through the report leaving manual PowerPoint work intact, so that you can get started with partial / non-final data.	✓	✗	
Batch report creation utility that will not run out of memory and creates 100's of reports from 1 master shell.	✓	✗	
Column Manager tool for quickly combining tabular-data files (even from different tab softwares), reordering, renaming columns.	✓	✗	
Work Within PowerPoint directly using your existing PowerPoint knowledge and files.	✓	✗	
Chart Scanner: Scan charts in existing PowerPoint files to create reusable Rosetta Studio templates instantly.	✓	✗	
100% Accurate Data Posting because data is being posted "programmatically" and not subject to human errors.	✓	✓	
Jack-of-all trades that does every part of the process to some degree but is not a specialist in one area, and requires working within a closed environment that likely will not handle all off your needs.	✗	✓	**Rosetta Studio is focused on reporting.**

All-in-one systems attempt to do everything, from data collection to tabulation to reporting.
Rosetta Studio focuses on reporting - we enter the process at the point that your tabular data is ready for reporting. We focus on reporting only so we have far more reporting tools and functions than any all-in-one system.

All-in-ones systems are by definition closed-loop which limit you to fewer choices and less flexibility.
Rosetta Studio realizes your company has far more data collection and data processing needs than a single all-in-one system can handle - you may need to use one system for a particular analysis and another system for "standard" tables. With Rosetta Studio you are open to work with whatever software best suits a project's needs.

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How does rosettastudio compare with: Manual Reporting?

General Comparison:	RS	All-in-1	Notes:
Supports data collection from any source so you are not limited to only one source / system / method for data collection.	✓	✓	
Allows data processing in any system, so you can use outside vendors, match the tabulation software (Quantum, SPSS, etc.) to the project's needs and/or use tabular data from a source where you have no control over the collection/processing (such as when taking over an existing project).	✓	✓	
Creates advanced, highly formatted reports, rather than off-the-shelf, pre-canned, and simple charts.	✓	✓	
Tagging system for complex reports with dynamic content and on-the-fly data comparisons, even across different data sources.	✓	✗✓	**Humans can make comparisons and do calculations, but not automatically and without errors.**
Batch report creation utility that will not run out of memory and creates 100's of reports from 1 master shell.	✓	✗	**With manual work, every additional report requires reposting the entire report by hand; with RS, each additional report is nearly "instant".**
Living-Documents: After initial report setup / posting is complete, repost new data automatically at any point - so you can start with partial / non-final data and nearly-instantly repost data through an entire report when final data is in; or not worry if data error / weighting changes results in needing to repost a report.	✓	✗	**With manual work, every data change means reposting by hand.**
Column Manager tool for quickly combining tabular-data files (even from different tab softwares), reordering, renaming columns, and automatically accounting for different row text / positions, etc.	✓	✗	
Significance Character Support: Include significance characters in chart data labels with a single click - no text boxes and error prone posting.	✓	✗	**Manually inputting sig characters by hand is incredibly time consuming and error prone.**
Chart Scanner: Scan charts in existing PowerPoint files to create reusable Rosetta Studio templates instantly.	✓	✗	
Easy Trackers: Entire reports dynamically expand / contract to account for more/less columns/rows as your report data changes.	✓	✗	
100% Accurate Data Posting because data is being posted "programmatically" and not subject to human errors.	✓	✗	

No computer program will ever be as flexible or creative as the human mind, but **Rosetta Studio eliminates the tedium, repetition and errors that plague manual reporting**. Using Rosetta Studio will **save you time and eliminate all data-posting errors and allow you to create "Living Documents" that can be automatically reposted with new data when needed** (due to weighting changes, DP errors, etc) and also allows you to start reporting with partial data to get a head start.

Deliver reports faster, Increase accuracy, increase the number of deliverables you can offer, automate reposting, increase consistency and create multiple versions of the same overall report extremely quickly!   **Rosetta Studio is not an expense - Rosetta Studio is truly a Profit Generator!**

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I'm interested - what do I do next?

Request a WebEx demo

We'll show you the software, in real-time - not a PowerPoint presentation or a movie, but rather the actual software producing actual slides! We'll answer all of your questions big and small, technical and non-technical. You'll talk with a real user of the software who knows the Market Research industry, not a sales person who doesn't understand your needs. Contact information is on the next page.

Take a no-cost tutorial-based trial

You'll receive 15 days of unrestricted use of the software with a self-guided tutorial to follow. The tutorial can be completed in about half a day. Your staff will get direct exposure to the software that allows an informed decision regarding moving forward. Multiple licenses are given so that all decision makers and interested staff can take part.

Take a 30-day trial with training

For a nominal feel, you'll get a full 30 days of unrestricted use of the software, as well as training and full support., with a focus on working on your actual projects and data.. We'll get you up and running fast, bringing your data into Rosetta Studio and producing client-ready reports. Well before day 30, you'll be fully integrated and up to speed on Rosetta Studio - and you'll wonder how you ever lived without it!

Get Rosetta!

After the trial, your licenses provide unlimited support and access to software updates. Rosetta Studio is actively updated by a staff of full-time developers, so we regularly release new features and take client suggestions very seriously. New features come with training via WebEx.

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Questions?

Contact Lorenzo Marinelli:

Email: lam@starfireconsulting.net

Call: 800-216-1737 (US)
610-285-1528 (International)

Find more information online:

Watch a 3-minute video:
http://tinyurl.com/ShortRS

View testimonials:
http://tinyurl.com/UsersRS

To schedule a live, WebEx/online demo:

(You'll see the actual software in use, in real-time)

Visit this link to book instantly online:

http://tinyurl.com/BOOK-DEMO

Send an email with your preferred date and time to:
lam@starfireconsulting.net

Or call:

800-216-1737 (US)

610-285-1528 (International)

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PowerPoint and Excel Report Automation Software and Service

Produced By:

Global Sales Agency For Rosetta Studio

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Expert Tabulation Services and Market Research Consultancy