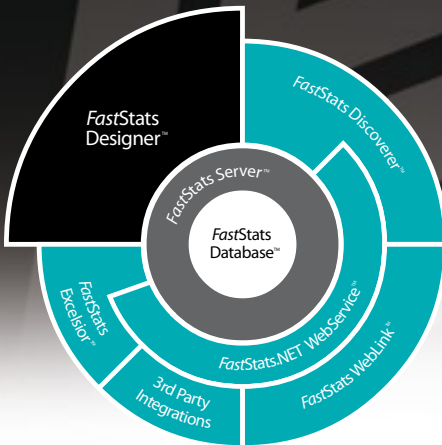


FastStats Designer™



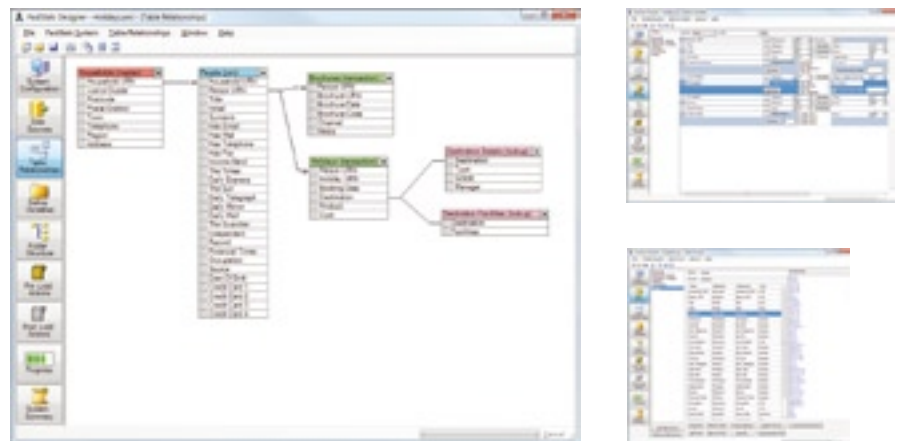
Creating *FastStats* databases

► Build *FastStats* systems with ease

FastStats Designer is a graphical Extract, Transform and Load tool for configuring and loading FastStats systems. You can connect to standard data sources and build a FastStats system with just a few mouse clicks. This speed and ease of use makes it practical to use FastStats to explore ad hoc marketing data.

► Data optimisation for better performance

FastStats Designer connects to your business data resources to create FastStats databases optimised for high performance marketing data analysis. Multiple data sources of different types can be included to build a single view of your customers.



Benefits:

- Build a FastStats system with just a few mouse clicks
- Create a single view from multiple data sources
- Optimise large data volumes for high performance analysis
- Automatic data quality checks ensure accurate results
- Refresh a FastStats system without interrupting users

► Transform data structures for marketing purposes

It is easy to use FastStats Designer to transform your raw data into the structures most useful for marketing purposes. All variables can be presented with descriptive names and all data items decoded for maximum usability by non technical staff.

► Refresh data without interrupting users

FastStats Designer automatically checks data for validity and consistency ensuring accurate results for the marketing team. Scheduled Designer builds can deploy the refreshed database to the server automatically while users remain online.

► Built in reporting for quality control

FastStats Designer produces fully itemised quality control statistics for all the tables, fields and joins processed. Frequencies of all category codes are reported for quality control.



FastStats Designer™

Features:

- ▶ Build FastStats databases from multiple data sources
- ▶ Attach to standard data sources including native, OLE DB or ODBC databases, delimited and fixed column files
- ▶ Drag and drop to link data tables and specify join relationships
- ▶ Single click fast extract and load
- ▶ Auto detect name, size, data type and content of variables
- ▶ Auto verify data sources
- ▶ Report statistics and frequency of coded items
- ▶ Report table and join statistics
- ▶ Automated deployment of the updated FastStats system



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FastStats™
Marketing Data Analysis Software

▶ Specification

Extract Transform and Load tool for creating FastStats databases

General

- ▶ Build FastStats databases
- ▶ Data joins between different data source types
- ▶ Interactive and scheduled operation
- ▶ Full or incremental loads
- ▶ Include/Exclude orphaned records

Data Sources

- ▶ Native connections to SQL Server, Oracle, MySQL, PostgreSQL, Intersystem Cache
- ▶ OLE DB connections to any database with a suitable driver (including Access, Excel, etc.)
- ▶ ODBC connections to MySQL, Access, SQL Server, FoxPro, dBase and SPSS
- ▶ Delimited, Fixed column and DBF files
- ▶ Data extract from Tables, Views or through custom SQL

Data Structure

- ▶ Automatic attribute detection
- ▶ Data consistency check
- ▶ Automatic variable sizing
- ▶ Copy and Paste attribute definition of files

Data Model

- ▶ Graphical table relationships diagram
- ▶ One to Many, One to One and Many to One relationships
- ▶ Transform One to Many relationship to multi-answer or flag variable
- ▶ Linked Systems - share core data across multiple customer views

Variable Types

- ▶ Row identifier
- ▶ Single and Multi-answer coded selector with up to 65,500 codes and optional summary levels
- ▶ Standard numeric formats – 32 bit and 64 bit
- ▶ Currency
- ▶ Date and DateTime
- ▶ Multi-answer binary flag array

Decoding Information

- ▶ Manual, file or database query

- ▶ Auto explore data

Data Mappings

- ▶ Uppercase / Lowercase / Propercase
- ▶ Numeric / Character banding
- ▶ UK Postcode formatting
- ▶ Date formatting
- ▶ Basic data cleansing

International Data

- ▶ ANSI/OEM/Unicode character handling
- ▶ International number handling

Quality Control

- ▶ Comprehensive load and frequency reports
- ▶ Frequency count of Valid / Invalid codes
- ▶ Minimum/ Maximum/ Mean / Standard Deviation of numeric values
- ▶ Number of Zero / Missing / Valid / Invalid values per variable
- ▶ HTML/XML summary report

Deployment

- ▶ Automatic zip and upload to web server
- ▶ Volatility check against previous data
- ▶ Continuous user sessions through data refresh
- ▶ Direct deployment to FastStats Service

Performance

- ▶ Dependent on data structure, server configuration and data sources
- ▶ Hundreds of thousands or millions of rows per minute
- ▶ Over 2 billion rows capacity per table

Interface

- ▶ Multiple document window interface
- ▶ Toolbar, menu and button bar
- ▶ Extensive tool tips, Context sensitive help, Online Forum, Training Guide
- ▶ Command-Line interface available

Platform

- ▶ Windows with Windows.NET framework v2 and above
- ▶ Supported on Windows XP, Windows 2000/2003/2008 and above

Pre Load Custom Actions

- ▶ Environment variables
- ▶ Data cleansing
- ▶ Send email
- ▶ Run external commands
- ▶ Wait for file

Post Load Custom Actions

- ▶ Meta-data driven variable creation
- ▶ UK Census data matched on Postcode
- ▶ Deployment
- ▶ Volatility check
- ▶ External commands
- ▶ Email notification