

AnalytiX 3.3 Fact Sheet

Unmatched Performance Creates Industry Leader

The AnalytiX[®] System is a dynamic marketing data mart that was designed to give marketers the power and knowledge to build customer-centric marketing programs. It delivers the ability to access, manage, and analyze large volumes of detailed customer information using a database engine optimized for marketing applications. Its ability to maximize warehouse data in a flexible and adaptable data mart gives you the power to drive strategic marketing programs.

The AnalytiX System's ad hoc analysis capabilities support customer profiling and segmentation, campaign management and response tracking, acquisition and retention program development, data modeling, and profitability analysis. Using these functions, you can make informed assumptions about buyer behavior, define marketing strategies based on those assumptions, and design customer-motivating marketing programs that will grow your company's profits by increasing the lifetime value and loyalty of your customers.

Experian was the first company to deliver robust database marketing solutions in an easy-to-use personal computing environment. Recent enhancements to the AnalytiX System prove the company's commitment to delivering unparalleled technology to support your business directives and ease your challenges. We are excited about the features and functionality that Version 3.3 brings to your desktop.

SMP Enhancements Improve Efficiency by Allowing Tasks to be Monitored

The SMP Remote Monitor provides additional functionality by allowing licensed users to control SMP processing and monitor jobs from another location. The SMP Remote Monitor also provides a complete view of what's going on with all current SMP tasks in the queue on all databases launched by all users.

The SMP Remote Monitor incorporates a tree structure that allows users to easily navigate through multiple windows. Using the SMP Remote Monitor, users can view current SMP tasks (those tasks that are waiting, running, completed, or erred) by status, module, user, or database. These results can be displayed graphically as bar or pie charts. Processing errors are also reported, so that you can catch and correct them quickly and easily.

Version 3.3 will support six additional AnalytiX System modules in the SMP processing environment. Datappend, Export, Field Values Manager, Make Subset Database, Customer Detail Reports, and GeoCoding (optional module) are now able to run from the SMP client workstation.

Database Administration Changes Give Flexibility without Compromising Data Security

Experian has changed the database administration functionality (at many users' requests) to provide a better way for users to access new databases within the AnalytiX System. Version 3.3 will give users the ability to add and remove databases from their own directories without the intervention of a System Administrator or the need for System Administrator rights.

Pop-Up Window Provides Field Value Information and Properties Quickly

Improvements to the Field Values Display will save users time by providing a pop-up window listing the values associated with a chosen field. When a user selects a field within Query Builder, a display of the selected field's values appears, removing the need for users to scroll through long lists to get the desired information. Once displayed, the user can select a value from the window and place it directly into the SEQ expression. In addition, the user can sort the list based on the values themselves or on the number of occurrences of each value.

In addition to getting a field's values, users can also access a window that displays field property information. The window—which can be accessed by highlighting a field, clicking on the right mouse button, and selecting the properties button—will provide general information, field values, and field descriptions.

Standardized Module Interface is Friendly and Intuitive

Not only does the AnalytiX System deliver a strategic analytical tool, it provides a dynamic interface for users of all levels. Experian has worked hard to deliver a software solution that is dynamic “behind the scenes” while allowing the user to interact with a user-friendly, yet intuitive, program interface. In Version 3.3, Experian began special efforts to update the “look” of the AnalytiX System modules and to make functionality consistent across the modules. These new interface standards will positively impact the way you use the AnalytiX System.

Enhanced with Your Needs in Mind

The AnalytiX System Version 3.3 enhancements were designed and implemented with both you and your organization in mind—providing the flexibility, power, and functionality that will save you time and money. The result? Improved marketing programs that will increase customer loyalty and spur profitable growth.

If you have questions about any of these enhancements or have comments about future enhancements, please call 800 262 5989.