



# Transforming Downstream and Category Data Into Actionable Insights

## XP3 Features and Benefits

### Global and Local Settings

Define selection sets to update and drill into data on a single slide or across entire presentations

### Intelligent Text

Easily create robust, logical statements that automatically interpret key findings on slides as standard PowerPoint text

### Turbo Templates

Leverage an extensive library of expertly designed analysis slides that work with any data and can be easily customized for specific business issues

### XP3 Charting Wizard

Point-and-click to create best practice slides that include dynamic Microsoft Excel Charts and Tables as well as geographic maps

### Presentation Generator

Build polished data-driven presentations for end-users automatically by defining and executing report bursting scenarios

### 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 of Best Practices

Share your organization's best thinking and the appropriate data with user-friendly distribution tools

**The fastest path to actionable insights requires defining and implementing Best Practices. Using technology to automate Best Practices provides more time to focus on those opportunities that directly contribute to top-line sales and bottom-line results.**

The award-winning XP3 platform is a business intelligence suite of solutions that are integrated with Microsoft® PowerPoint® and Excel®. This gives business users the ability to quickly, efficiently and effectively leverage virtually **any** data to create, apply and distribute best practice analytics to capitalize on insights.

 **XP3® Presentation Builder™** helps category managers and business analysts create best practice presentations and reports that can be distributed and updated across the organization and customized in the field.

### Built on Standards

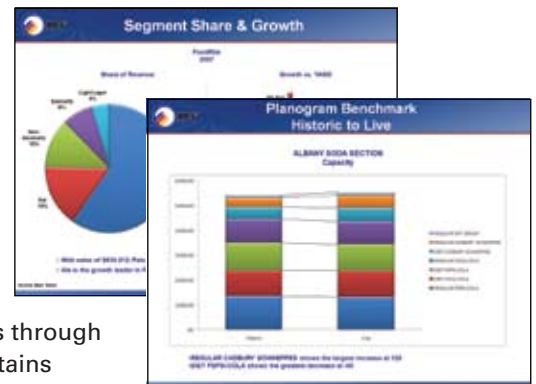
XP3 Presentation Builder is completely integrated with Microsoft Office to take advantage of existing skills within your organization. XP3 Presentation Builders can analyze and present without ever leaving a familiar environment. XP3 Presentation Builder also uses native Excel charting components, enabling business users to quickly get started building charts and reports.

### Create and Organize Best Practices Analyses

Best practice slide libraries ensure that the preferred approach to analysis is executed consistently throughout your organization. XP3 Presentation Builder comes with 65 best practice templates for market/retailer assessment, consumer assessment, scorecard, tactics, new product performance, and many more. With XP3 Suite users can create, organize and deploy best practice data analyses, creating a center of excellence within the organization.

### Simplify Charting and Reporting

The XP3 Chart Wizard simplifies the building of charts and reports by guiding business users through easy-to-follow steps. The XP3 Chart Wizard contains built-in calculations such as percent change, share and index. Custom calculations can be created with Excel's advanced features.



### Automate Insights with Intelligent Text

Charts and tables often contain more information than people realize or can immediately discern. XP3 Presentation Builder's intelligent text enables business users to create dynamic headlines and bullet points to highlight the most critical insights automatically. Intelligent text is linked to the data in charts or tables and is automatically updated when data is refreshed or parameter selections are changed.

**XP3® Presentation Viewer™** is designed for field personnel, management or customers to view and customize XP3-generated presentations. Field users are given turn-key analysis with the ability to customize, but not author, XP3 charts, graphs, and tables -- just the functionality they need to get the most value from the presentations authored at headquarters, or at account team offices.

XP3 Presentation Viewer enables field personnel or presentation recipients to customize analyses, presentations and reports for their accounts without getting bogged down with advanced authoring functions. XP3 Presentation Viewer contains a limited set of features including:

- Customize and refresh data on a single slide or throughout the entire presentation
- Modify and copy charts, slides and templates
- Modify global settings to automatically customize the presentation for your market or account
- Pack and unpack the presentations for easy, efficient distribution

**XP3® Presentation Generation** allows users to automatically create multiple, distinct PowerPoint presentations based on user defined criteria. Presentations can be generated to reflect each sales region or any combination of sales region and time period



*"XP3 saves me hundreds of hours per month."*

Steve Sigrist, VP of Sales Operations  
Newell Rubbermaid

*"The XP3 tool has already taken tasks that took me hours and reduced them to minutes. We have already gotten more than our money's worth from the training and the software."*

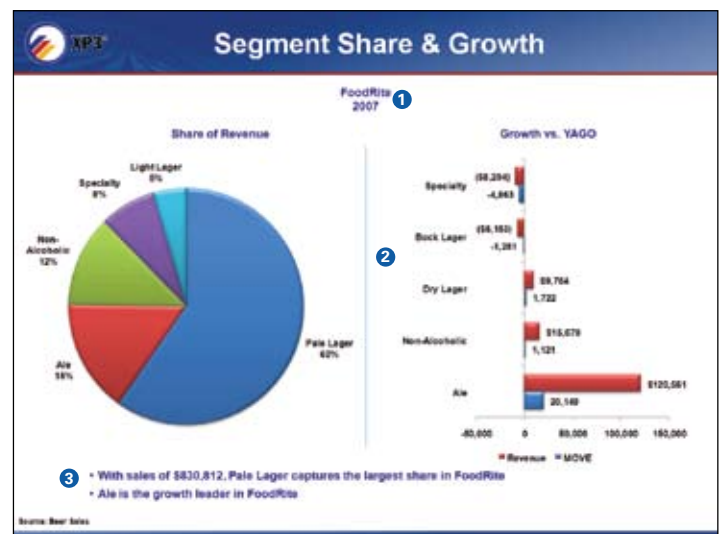
Joseph Najat, Sr Category Insights Manager  
Kettle Foods

### Modify Data Selections and Refresh Data

With XP3 Presentation Viewer, presentation recipients can change the data settings for individual slides or for the entire presentation. Because XP3 presentations are packed with a specific set of data, personnel or customers can only modify data that the author has packed with the presentation.

### XP3 Gives Users the Ability to:

- 1 Update all slides in a presentation for a new situation (e.g. visit a different retailer, focus on a different segment)
- 2 Update every object on a single slide for each customer easily
- 3 View automatic, intelligent findings that are presented as standard PowerPoint text



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 tools 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.



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