

Software company provides major in-kind donation to department

Faculty from the Michigan State University Department of Advertising, Public Relations, and Retailing have received a major in-kind software donation.

In April, Interactive Edge donated more than \$757,000 worth of the latest version of business software called XP3 for classroom use to leverage data more effectively. A previous software donation by the company has been used in classes over the past few years with tremendous benefits, according to the department.

The upgraded software will allow students in the department to better analyze and present data in a way that is consistent with industry practices, said Linda Good, faculty member and associate chair of the department.

“Our department is very grateful for this continued support from Interactive Edge, which helps our students tremendously. With this software, we are able to prepare students to both query databases to identify answers to research questions and then present the findings in a visually appealing and professional manner,” Good said.

Faculty member Jessica Carlo said the gift also will help students gain a competitive advantage as they approach the tight labor market upon graduation.

“XP3 is a professional industry-level, SAP-certified software used by companies such as Anheuser-Busch, Diageo, Dr Pepper Snapple Group, Quaker Oats, Gatorade, and many more. Job interviewers were really impressed with former students’ use of professional-grade analytical tools,” Carlo said.

Rich Tibbals, director of technology and facilities in the college, says such gifts greatly enhance the opportunities for students – both today and in the future.

“Our college is constantly seeking to provide state-of-the-art technology solutions in the positively affect our rankings,” he said.



“We are pleased to offer Michigan State University XP3 Suite, our data analysis/ presentation software, as it will help to prepare the future leaders in the consumer products, food and retailing industries with the best in class technology to prepare them for the opportunities ahead. Interactive Edge strives to be on the cutting edge with updates that allow for more effective use of many different data sources including our latest integration with space management and shopper insights data,” said Zel Bianco, president and CEO of Interactive Edge.

For more information about Interactive Edge, go online to www.interactiveedge.com.

For more information on making contributions, contact Cara Boeff, director of advancement, at boeff@msu.edu.