

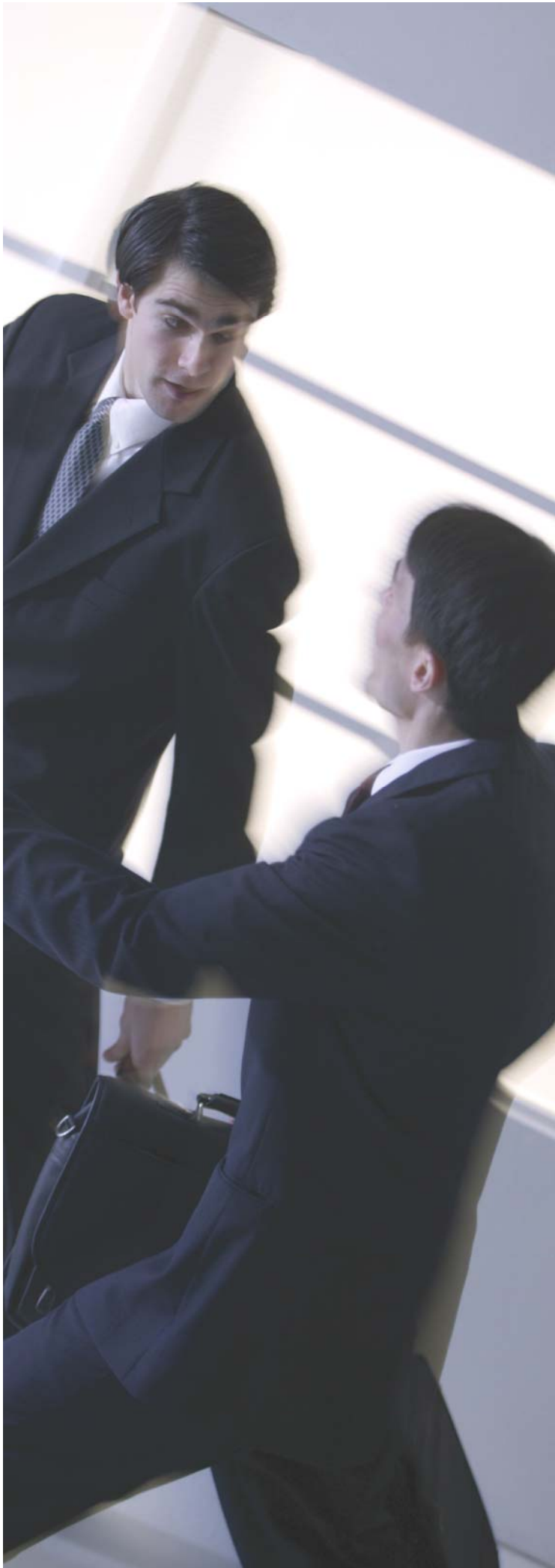
fc:DataManager



The desktop information
resource for managers.

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Technologies4Targeting (Tech4T)

For data mapping, targeted marketing, customer analysis, data provision, data cleaning and data management, Tech4T has a solution to fit.

Talk to us when you want guidance and innovative solutions in territory design, targeted marketing, data improvement, analysis and information delivery. Our flexible approach will fit in with your own way of working, removing the need for specialist in-house skills and resources.

For your marketing department we can create and manage a single view of your prospect and customer data, fill knowledge and information gaps, and provide on-line access to a powerful 'workbench' for customer segmentation, profiling and targeted sales and marketing.



We can develop and execute personalised communications that deliver a steady feed of orders and 'warm' qualified leads to your sales team.

For your sales team we can design and map a better territory layout to optimise sales revenue and employee resources while generating more leads.

Our advanced balancing techniques will ensure an even distribution of opportunities across your sales organisation, improving efficiency and reducing travel costs. And any data can be linked, analysed and delivered from our map-driven information systems!



For your business we can provide a specialised set of skills for all aspects of data handling, standardisation and enrichment. Not only can we resolve these issues but we can combine unlinked databases, spreadsheets and lists, fill gaps with new data and even maintain the database for you.



SAVE TIME AND MONEY ON DATA MANAGEMENT

Clean data is vital to business performance.

So why is this vital resource often packed with duplicate records, wrongly formatted fields and other mistakes? Because traditional approaches cost too much and take too long.

The solution is fc:DataManager. Fast and affordable, it will help you to clean data, analyse it and turn it into useful information – all on the desktop. No other tool can match this compact, powerful utility for features, functions and value.

Find and remove duplications

Clean data by column, row, cell or file

Merge data between unlimited files

Combine any number of files

Suppress records against a selected file

Identify and correct data problems

Unwrap/wrap records

Import/export and format data

Analyse data

fc:DataManager works in seconds and saves hours of management time. You need no special skills and there's no macro programming. If you work with a data processing bureau, just one pass of the de-dupe feature could make fc:DataManager pay for itself!

Your organisation relies on data. But is this valuable resource being overlooked and under-managed? Are your databases being updated and amended until the results that emerge are packed with duplicates, out-of-date records—or just plain wrong?

There are many solutions to this problem. None of them is as focused on the needs of managers as fc:DataManager.



WHY YOU NEED THIS COMPACT AND POWERFUL DATA UTILITY

fc:DataManager gives you the power to leverage your organisation's data on the desktop.

Use it to extract and configure the information you need at the click of a mouse, analyse it, and deploy it.

fc:DataManager offers you all the functionality of a powerful spreadsheet or database—and you won't have to waste hours programming macros because all the commands you need are ready to use at the top of the screen.

fc:DataManager is so powerful that it is a real alternative to many of the database administration tasks often outsourced to specialist contractors.

Not only could it pay for itself in a single use, but it enables you to maintain the security and confidentiality of data all the way from collection and analysis through to use.

That's why it is the desktop information resource for managers.

This unique desktop utility for data analysis, reporting, cleaning and management gives your organisation the power to view, deploy and structure information at the push of a button.

It's the faster, simpler, easier and more productive way to leverage real business value from data.

Information for managers—fast.

If you need to take clean data for granted, you need this powerful, versatile tool.

Faster than a bureau, easier to use than competitive products costing thousands of dollars, it gives your organisation the power to clean, analyse and de-dupe the largest database at high speed.

And because all operations take place on the desktop, you have the added reassurance of keeping more operations in-house, with none of the security worries of outsourcing.

Massive functionality at the touch of a button.

fc:DataManager has a huge list of features and functions unsurpassed by any other similar product. See a small selection on the next page.

Easier and more affordable.

Developed and tested by business people for use in the real world, fc:DataManager is powerful and robust.

Using its flexibility, sales managers can allocate customers or prospects to reps at the touch of a button; marketing managers can analyse customers by levels of geography, segment, postcode or other filter; stock controllers can analyse holdings by any combination of criteria; and service managers can see which customers are using which products.

Imagine its applications in your organisation!

The radical alternative.

fc:DataManager outperforms spreadsheets and database products because it is designed for the job.

Easy to set-up and use, fc:DataManager means an end to macro programming!

It offers you a faster, easier way to extract and deploy information, save cash, optimise resources and protect your business image.



DO YOU KNOW HOW BIG YOUR DATA PROBLEMS ARE?

If your data-related marketing costs keep increasing, the underlying structure is probably inefficient. Unless you keep your data clean and up to date you may invest in unnecessary storage, pay for larger lists, incur greater postage charges and upset your customers with multiple or inappropriate mailings. Take control now with fc:DataManager and handle all your data professionally, on the desktop.

fc:DataManager delivers direct and indirect savings. Its ability to identify duplicate or missing information on the desktop enables you to negotiate refunds from your data vendor, so you only pay for the data you use.

Making your marketing campaigns more effective.

fc:DataManager provides cleaner, more accurate data to your marketing people. As a result they become more confident, productive and motivated, recruiting more customers, making your budget more effective and improving the profitability of your business.

Making you more efficient.

With fc:DataManager you can do in an hour what would take an entire day using a conventional spreadsheet! If you are paid to manage and not write macros, you need this utility.

Better information for better business decisions.

Export reports to graphics tools so you can share information and illustrate the underlying structures, geographical distributions and revenue potentials of different customer groupings. You can also identify any weak points in your current information and present a powerful management case for improvement.

Designed for marketing management.

Use fc:DataManager to get a 'feel' for your data, understand it better, see what's in that new mailing list ... whatever you want.

Easily outperforming conventional spreadsheets and databases, fc:DataManager handles unlimited files. Its feature set is more impressive than you'll find in products costing ten times as much.

MANAGEMENT BENEFITS

- More accurate data for greater business efficiency.
- Reduced dependency on IT staff, freeing their time.
- Clean data in seconds.
- Increase office productivity and reduce postal costs by cutting duplicate data.
- Improve company image with clean, correct, standardised name and address details.
- Merge data from several files to deliver structured information.
- Wrap and unwrap data to/from one record making it easy to load into your databases.
- Analyse data to identify gaps, spot geographical trends and create information-rich reports.
- Suppress against exclusion files allowing you to target the prospects and customers you choose.

ADVANCED FEATURES

- Find and remove duplications.
- Clean data by column, row or cell.
- Merge data.
- Combine files.
- Suppress records.
- Identify and correct data problems.
- Unwrap/Wrap records.
- Import and format data.
- Export data.
- Analyse data.

AND EVEN MORE!

- Import and handle massive data files.
- Statistics module.
- Case converter.
- Scheduled automatic backups.
- Optional automatic backup before major change.
- Concurrent editing of shared data files.
- Restrict users to specific files and fields.

**A BRILLIANT
INTERFACE—AND ALL
THE INFORMATION YOU
NEED!**

**fc:DataManager has a fantastic interface — you can always see what is happening.
Controlling its powerful features is easy using the simple click commands.
If you want to save time as well as money, it's the desktop data utility for you!**

Date imported	Record count	File	Imported filename/Source	Comment
18/06/2007 15:25:16	5000	new filr		
18/06/2007 15:27:52	1425	new test merge		
18/06/2007 15:07:55	499	Demo1 t4t Inp 500 of 64000	C:\fcDataManager\Demo for FC files\Demo1 t4t Inp 500 of 64000	
29/05/2007 14:25:27	64322	Demo2 t4t all 64000	C:\fcDataManager\Demo for FC files\Demo2 t4t all 64000.csv	
29/05/2007 15:34:55	29858	Demo3 Binleys contacts	C:\fcDataManager\Demo for FC files\Demo3 Binleys contacts.csv	
29/05/2007 16:00:38	10338	Demo4 2 col stats server by area	C:\fcDataManager\Demo for FC files\Demo4 2 col stats server by	
29/05/2007 16:05:23	2000	Demo5 Combine File 1	C:\fcDataManager\Demo for FC files\Demo5 Combine File 1.csv	
18/06/2007 14:44:24	3000	Demo6 Combine File 2	C:\fcDataManager\Demo for FC files\Demo6 Combine File 2.csv	
29/05/2007 16:36:24	999	Demo7 Merge data File 1	C:\fcDataManager\Demo for FC files\Demo7 Merge data File 1.cs	
29/05/2007 16:38:39	1425	Demo8 Merge Data File 2	C:\fcDataManager\Demo for FC files\Demo8 Merge Data File 2.c	

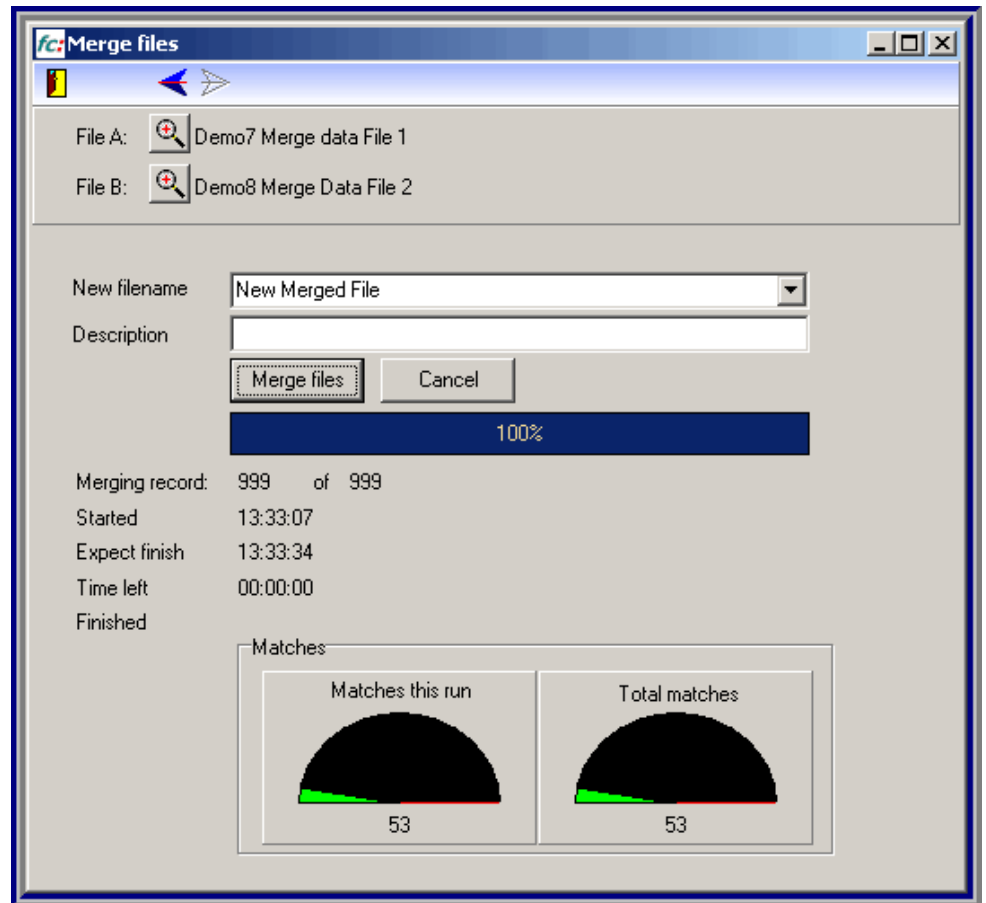
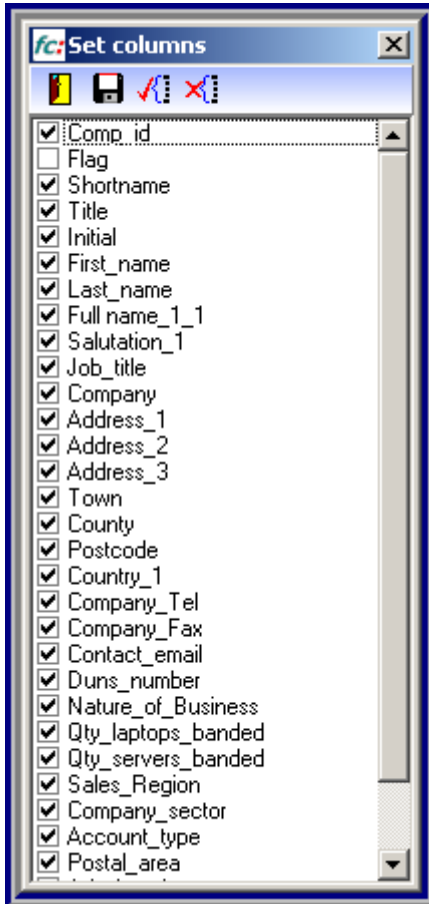
Fast start.

The main screen shows all your working files.
You can sort by date of import, size of records or alphabetically.

Quick and easy de-dupe.

fc:DataManager offers up to six fields for identifying duplicates.
You can select your preferred de-dupe methods using the drop-downs at the top.

Title	First name	Last name	Salutation_1	Job Title_1	Company	Ad1	Ad2
Mr	Quentin	Seafish	Mr Seafish	Director	Seafish Services	Seafish House	Halibut Street
Mrs	Jemima	Anchovy	Mrs Anchovy	CEO	Shellfish Shards, Inc.	Shellfish Wharf	Tidal Way
Mrs	Jemima	Anchovy	Mrs Anchovy	CEO	Shellfish Shards, Inc.	12 Pilchard Lane	Fishtown
Ms	Raylene	Rambo	Ms Rambo	Commercial Manager	Wavelet Limited	Sales	Southgate
Ms	Raylene	Rambo	Ms Rambo	European Sales	Wavelet Limited	Sales	Unit 1B
Miss	NC	Delaforce	Miss Delaforce	Head of HR	Ambifusale Corp.	12 Ambi Lane	Birmingham
Miss	NC	Delaforce	Miss Delaforce	Head of HR	Ambifusale Corp.	99 Wilbers Avenue	London
Dr	H	Pingly	Dr Pingly	CEO	Pingly International	Pingly House	Pingly Way
Dr	H	Pingly	Dr Pingly	Chief Executive	Pingly International	Pingly Chambers	New Rochelle
Mr	Rowf	Roffler	Mr Roffler	Account Manager	Roffler & Roffler	12-24 Roffler Row	London
Mr	Rowf	Roffler	Mr Roffler	Account Manager	Roffler & Roffler	Client Services	Antimony Buildings

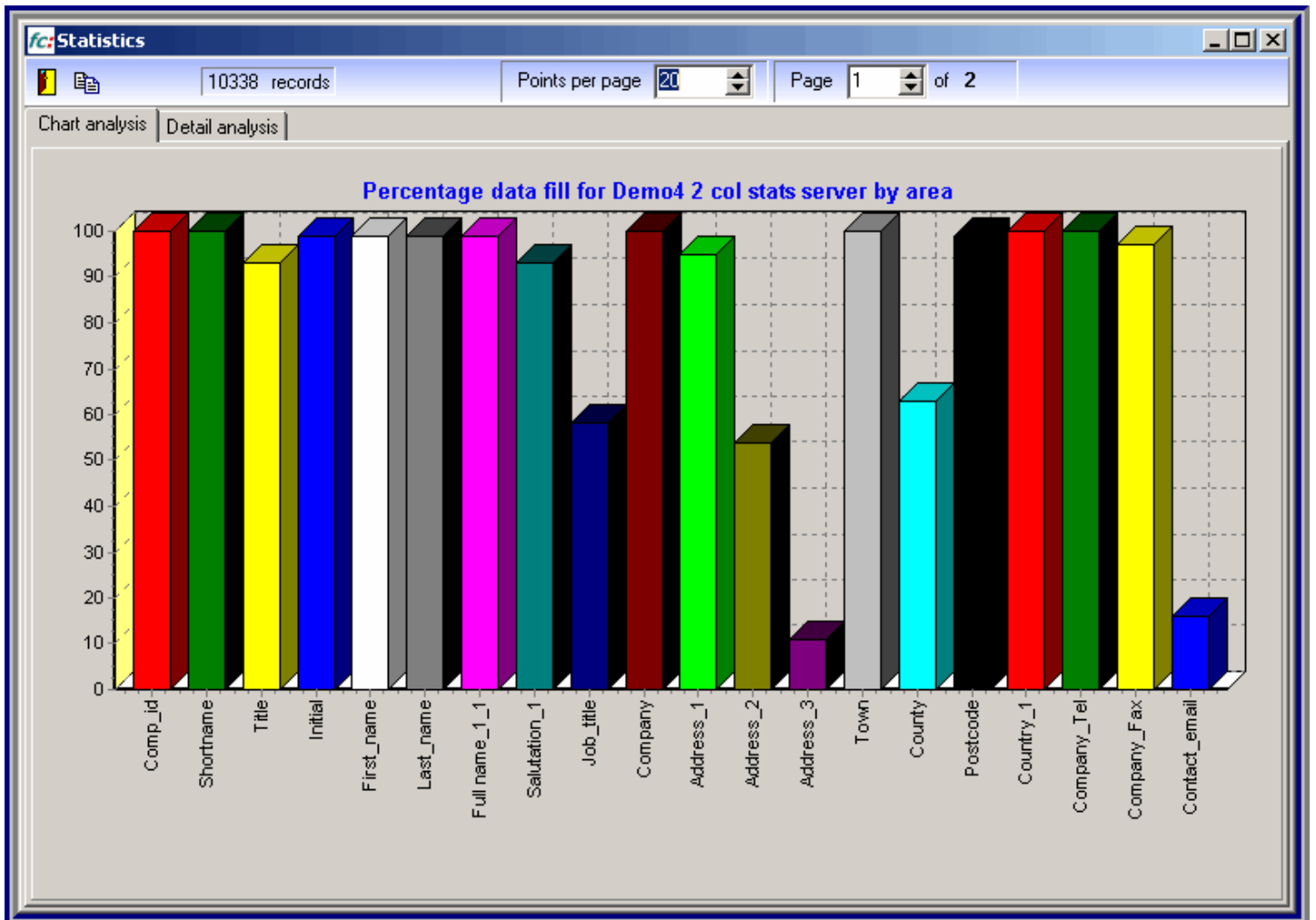


See where you are!
fc:DataManager gives a dynamic view of merge progress.

Flexible output choice.
fc:DataManager offers multiple output options, including the selection of fields for the output file.

See what you've got!
fc:DataManager can give you a fast, global view of your data. It can also help you compare and analyse data in 'pivot' style.

	<5 Servers	to 99 Serv	00+ Serv	to 19 Serv	to 49 Serv	known or Z	Total
SCOTLAND	17	86	73	362	204	10	752
CITY	14	234	289	545	480	29	1591
SOUTH EA	32	274	291	1025	690	44	2356
SOUTH W	22	139	128	579	365	21	1254
MIDLANDS	41	187	159	933	535	21	1876
IRELAND	9	4	2	14	9		38
N.IRELAND	3	18	7	115	62	2	207
NORTH	54	232	165	1176	613	24	2264
Total	192	1174	1114	4749	2958	151	10338



See the structure of your data.
 fc:DataManager offers a wide range of analysis tools.
 This one shows a graph of field fill levels. Percentages can also be displayed.

Import new data – fast!
 Files can be read-in with mapping
 which allows them to be checked
 using predefined routines.

