



## Market Watch

### Market comparisons by product and channel

Market Watch for exploring consumer data, is the analysis module within Investigator<sup>II</sup> specifically geared for researching market trends and competitive information. Whilst data from any source is able to be used, external feeds from FMCG market research organizations are the prime sources of information. Market Watch includes the following functions to make it a valuable information source: product grouping, filtering, ordering and ranking, paging of facts, comparison of shares and trends, focused report generation, data feed reformatting, data management service.

#### Analysis and Forecasting

The range of facilities available in Investigator<sup>II</sup> for analysis and forecasting can be applied to external market data using Market Watch. Data selection methods are tuned to make it easy to make comparisons between your products and competitors in the regions and over the time frames of your choice.

#### Product Grouping

While market data contains industry standard groupings, you may want to compare yourself with a specific group of products in specific market regions. The group selection process in Market Watch allows you to set up a sub-group of your choice.

#### Filtering, Ordering and Ranking

From any group of products, it is possible to filter a selection, such as the top five products. You can include the remaining products in the group as 'others' to keep shares and totals consistent. They can be ranked by sales or other fact or ordered by name or association.

#### Paging

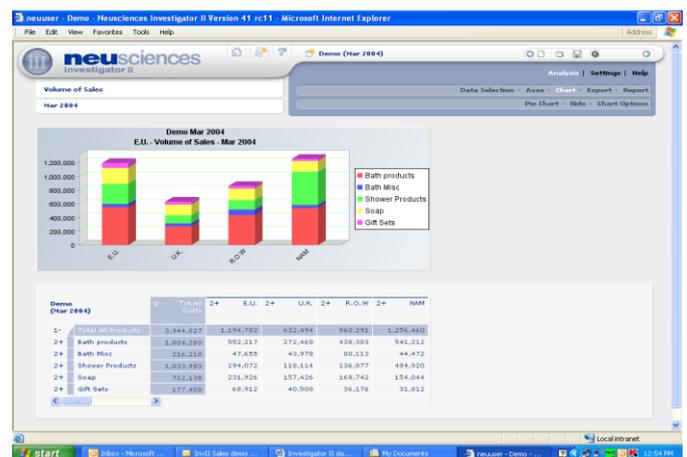
Each item in a data table can be viewed as a page. To quickly compare product shares in different markets, the paging feature is invaluable. Set up a view with a pie chart, then page through the different markets to see shares change.

#### Comparisons

The essence of Market Watch is to allow users to make comparisons easily. So market shares in any group, year on year changes, moving averages and many other comparisons are built in as standard.

#### Report Generation

While standard reports can be prepared, market information is often best presented by creating ad-hoc reports when needed. Data tables can be exported directly to Excel<sup>®</sup> or Powerpoint<sup>®</sup> or you can use the HTML page from the browser.



#### Data Feeds

Information from external sources is seldom in the format needed. Market Watch has a data management Utility (DMU) that is configured to automatically select and format the data to your requirement, so updates can be implemented quickly.

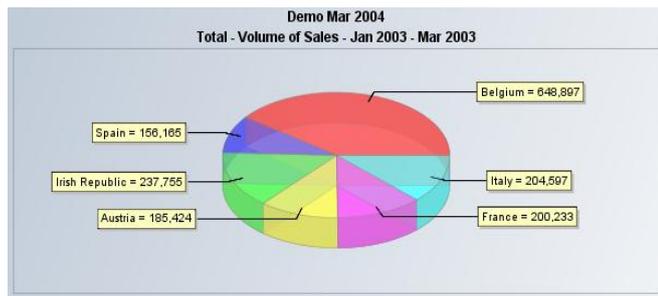
#### Data Service

Even with all the facilities in Market Watch, source data can change regularly (name changes, product pack sizes and quantities, etc.) and produce confusing information. To help manage this and reconcile changes we also provide a Data Management Service that will undertake this activity on your behalf.

**Analyser<sup>RT</sup>**

is the core module within Investigator<sup>II</sup> providing comprehensive data analysis and investigation tools. The facilities available in Analyser<sup>RT</sup> apply equally thoroughly to forecast and market data as to sales history. Analyser<sup>RT</sup> includes the following functions to make it an analysis platform of choice for managers and their teams:

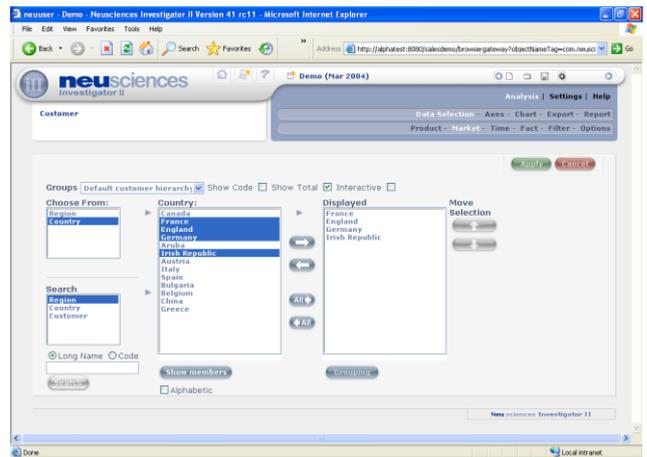
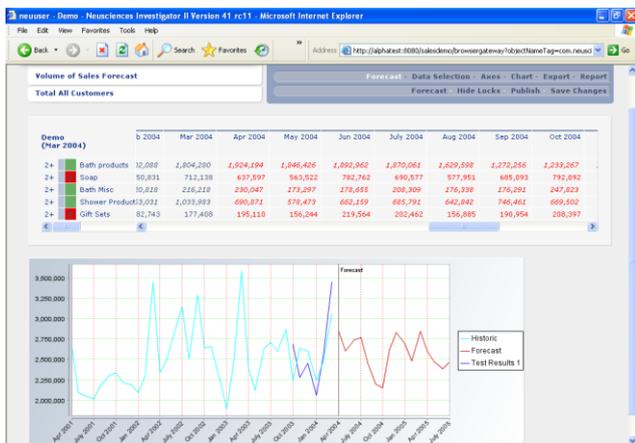
- Real time data
- Easy navigation around multi-fact data
- Personal settings
- Time and calendars
- Pivot tables and paging
- Calculated facts
- Multiple data sets
- Filtering and ordering



**Forecast<sup>FL</sup>**

is the forward-look forecasting module in Investigator<sup>II</sup>. Whichever way your organization forecasts demand: centrally in a planning department, collaboratively across teams, using manual returns, predicting from historic data or a mix of these, Forecast<sup>FL</sup> provides the following tools to help perform this key business process consistently and feedback to help improve it over time:

- Collaboration
- Bubble-up consolidation and trickle down
- Advanced forecasting methods
- Tracking of forecast performance
- Combining manual and numeric inputs
- Fixing items
- Budgets, plans and targets



**Investigator<sup>II</sup> system architecture**

Investigator<sup>II</sup> is a web server application accessed via standard browsers, using HTTP, or SOAP. As well as manual input, data can come from file feeds, automatic feeds linked to ERP systems, transaction systems and other sources. Only base data is stored using SQL Server. All calculated facts are performed on request. This makes the system capable of real-time operating. The application comes with Analyser<sup>RT</sup> as standard and additional capability, such as Forward Look forecasting and Market Watch for external market data come as options. Backing these up are administration facilities for configuration, security and management.

**Capacity & performance**

The application can accommodate an unlimited number of hierarchies or facts. Performance is dependent upon hardware configuration. This should be configured according to the number of users and extent of the data to be held.

**Minimum Requirements**

Web Server:  
 Pentium processor > 1.5GHz, 512Mb RAM, 40Gb disc, running SQL server, Apache Tomcat and Java VM1.5.  
 Note: database can be hosted on the web server or on a separate database server as required.

Client:

PC with Internet browser Explorer 6 or equivalent, internet or VPN network connection

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