

*Customer Insight Engine*, our customized marketing reporting solution, is designed to support businesses that have key customer data locked in operational systems. With an easy-to-use interface customized to your business needs, we help you reveal hidden data and create unique solutions to customer challenges.

## Highlights

- Web-based access
- Top-level management reporting with drilldown capability
- Unlimited ad hoc query requests against analytic data sets
- Standard list downloads
- Customized management and dashboard report development
- Rapid, low-cost implementation and maintenance
- Quick-turnaround periodic refresh schedule
- Stand-alone tool or bridge to enterprise reporting solution
- Secure access from anywhere

## Features

- Less than 90-day turnaround to initial release
- Low-cost development and maintenance
- Customized and flexible web-based interface
- Structured and secure, to distribute relevant insights to the appropriate audience  
- *User Level Query and Reporting access*
- Ease of adding new reports based on shifting business needs and priorities
- File Sharing
- User Communication Tools
  - Program News
  - Email Controls
- Customizable add-ons for repetitive data handling and processing

## Who is Customer Insight Engine For?

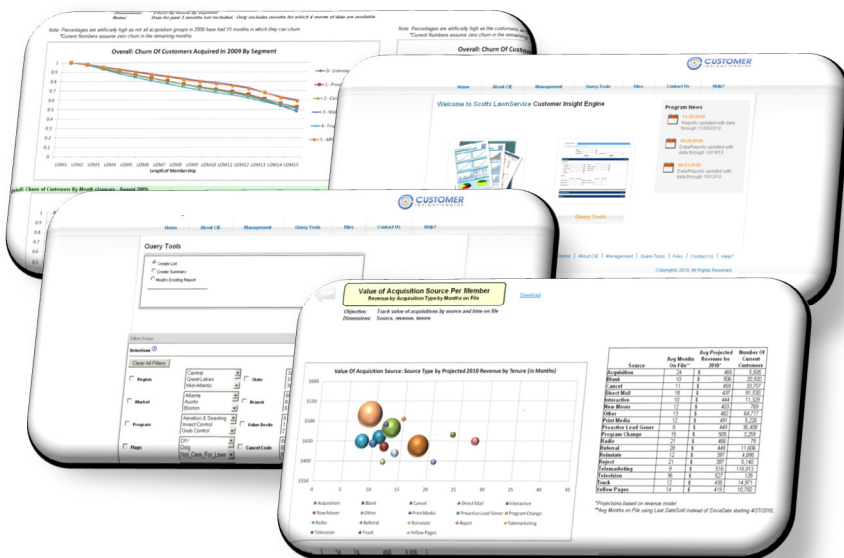
*Customer Insight Engine* assists consumer-facing businesses looking for a cost-effective solution for access to essential customer data.

Sometimes, the best source of customer behavioral data can be locked in an external system

- Sales
- Billing
- Call Center

Customer Insight Engine is designed to unlock actionable marketing insight from in-depth analysis of operational customer data.

*When you're ready to gain insight on your customers' actions, we're here to help.*



## Product Delivery

- Tiered online access to Dashboard, Management and User-level reporting
- Unlimited requests to analytic datasets through the query interface; includes the ability to control result sets based on user-level accounts
- Download or send formatted query results via email as PDF, MS Excel or Text file
- Communicate with users through the management control panel
- Post files to individuals or groups using the file sharing module