

MAAX Analytics



MAAX Solution Suite

The MAAX DataCentre

MAAX Analytics

MAAX Campaigner

MAAX Data Mining

Where data becomes knowledge

The **MAAX™ Solution Suite** introduces an unsurpassed level of usability while remaining uncompromising on the robust functionality required to drive marketing applications.

MAAX Analytics allow you to leverage the data integrity built into the **MAAX DataCentre** to gain insight into the characteristics and behavior of customers and prospects – insight that will shape the nature and effectiveness of your marketing initiatives.

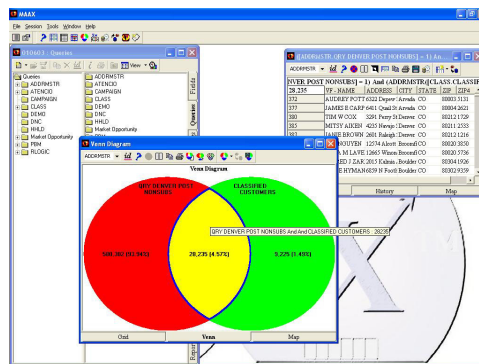
Using a highly intuitive, visual interface, **MAAX Analytics** deliver results fast. Even complex queries can be answered in train-of-thought timescales. From your desktop, you'll develop an in-depth understanding of customer needs and preferences in minutes. And **MAAX Analytics** are fully integrated with **MapInfo®**, allowing you to see your data spatially to further enhance analysis and insight.

This unmatched combination of sophistication and usability will help you:

- ◆ **Increase responsiveness to direct marketing activities** through effective targeting and messaging.
- ◆ **Improve productivity** as you migrate from operating in a “project” mode to a “process” environment.
- ◆ **Respond effectively to new opportunities** uncovered through data mining.
- ◆ **Deliver relevant intelligence** to decision-makers and key constituents across the organization.
- ◆ **Reduce dependency on your IT organization** for support of marketing activities.
- ◆ **Maximize the return** on your marketing investment.

Put simply, **MAAX Analytics** provides unconstrained access to your marketing data in a user-friendly environment – and the robust capabilities to transform data into knowledge.

MAAX Reporter is a **MAAX Analytics** module seamlessly integrated with MS Excel that enables you to easily define, produce and update complex multidimensional and list reports. Reports can be readily formatted using standard MS Excel functionality, and subsequently distributed and deployed as MS Excel workbooks or as HTML pages.



Offering an affordable, easy-to-use answer to marketing and management reporting, **MAAX Reporter** provides all the functionality required for creating persistent reports within the MS Excel environment – reports that are then quickly deployed across the organization. By leveraging the power, speed and flexibility of the **MAAX DataCentre** and the familiarity of MS Excel, templates can be easily designed and scheduled.

MAAX Profiler is a fully integrated, **MAAX Analytics** module that delivers wizard-driven profiling of a user-defined segment. **MAAX Profiler** enhances the Suite's analysis and visualization functionality by providing an intuitive, step-by-step solution for creating effective customer, prospect and product purchase profiles.

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