



Tactician Project Manager

It's a crystal ball for your business

Testing Scenarios For Tough Times!

Now available throughout all of Tactician Online, Project Manager works by preserving the state of your marketing environment so that decision-makers can now "sand-box" complex business propositions rapidly and test **alternative marketing approaches**. The new Project Manager enables you to zero in on the best way to make your visions work in the marketplace.



One scenario.

Infinite possibilities.

Tactician Project Manager
It's a crystal ball for your business.

Use our New Tactician Project Manager to Test Strategic Marketing Scenarios!

Together with the high performance strategy map, data dashboard, and business modelling tools backed by deep worldwide data on business drivers, Project Manager is not just a competitive advantage, **it's a must in today's challenging economy!**

Save Personalized Settings with Tactician Project Manager

You may have marketing procedures that you want to repeat with others for different market conditions. For example:

- ▶ **Test Market Coverage alternatives**
- ▶ **Predict Site performance**
- ▶ **Evaluate a merger**
- ▶ **Manage different store types / markets**

All of these can be handled with a similar approach by creating Project "blue-prints" which may be re-used, modified, and cloned.