



## What's New in Tactician Online

Updated free-of-charge for all Tactician Online Users – June 29, 2009

The latest upgrade to Tactician Online gives you more tools to make better decisions, reduce risk and take advantage of today's rapidly changing economic environment.

Click any new feature to learn more about it.

Test Alternate Business Scenarios with Project Manager

Design Your Own Custom Reports

Merge Boundaries of Trade Areas

Change the Geographic Level of your Analysis

Run your TravelTime Analysis in Seconds

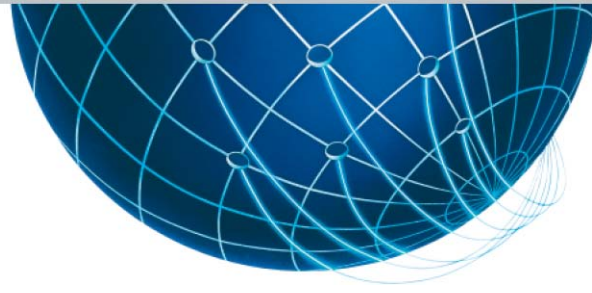
Use Other Views to See Features on Satellite Maps

Reveal the Real Market Opportunities behind Your Sites, Data, and Territories with the Import Wizard

Customize Your View of the World

Show Data with Pinpoint Accuracy with Intelligent Points

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## Test Alternate Business Scenarios with **Project Manager**

The Project Manager in Tactician Online lets you quickly and easily build, run, test, save and reload multiple business scenarios. When you save a project, settings such as your sites, trade areas, data variables, market indicators, formulas, and map settings are preserved. When you return to your project, it appears just as you left it, so you don't waste any time getting on with business.

**Spend more time assessing business alternatives and executing strategies rather than building maps.**

[Click here](#) to see a short movie of this feature.

[Click here](#) to read details about how to use this feature.

[Click here](#) to read about Project Manager in the Tactician Newsletter.

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## Design Your Own Custom Reports

Present your data and maps in a format that gets your point across convincingly.

Design your reports so that they include the most relevant business information, and show it the way you want it viewed. Create and save report sections that can include your own custom, or our licensed, data. These custom reports can be used independently or combined with sections from existing reports. Get the reports you need in the format you want.

**Present the key facts that drive your business in the most effective way possible.**

**Manage** OK Return

SECTION: My Sites and Data > Custom Reports > Section Definition

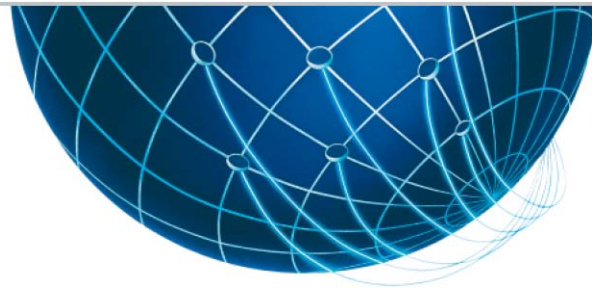
Custom Section Details		Custom Section Geographies	
Name:	Custom Report Section	Type:	Use Specific Geography
Description:	Travel Time to Work	Geographies:	ZIP Codes
Group Name:	<ul style="list-style-type: none"><li>JHB Custom Reports</li><li>JHB Custom Reports</li><li>mine</li><li>new group to hold my custom sect</li></ul>		
Report Type:	Summary		
Show Totals:	<input checked="" type="checkbox"/>		
Show Country Comparison:	<input checked="" type="checkbox"/>		
Shared?	<input checked="" type="checkbox"/>		

Custom Section Variables		Add Variables		Delete All Variables	
Variable	Total	Align	Width	Order	Format
Travel Time To Work: 25 to 29 minutes (2000)	<input type="checkbox"/>	Right	50	1	1,234
Travel Time To Work: 60 to 89 minutes (2000)	<input type="checkbox"/>	Right	50	2	1,234
Travel Time To Work: 30 to 34 minutes (2000)	<input type="checkbox"/>	Right	50	3	1,234
Travel Time To Work: 45 to 59 minutes (2000)	<input type="checkbox"/>	Right	50	4	1,234
Travel Time To Work: 40 to 44 minutes (2000)	<input type="checkbox"/>	Right	50	5	1,234
Travel Time To Work: 35 to 39 minutes (2000)	<input type="checkbox"/>	Right	50	6	1,234

[Click here](#) to read details about how to use this feature.

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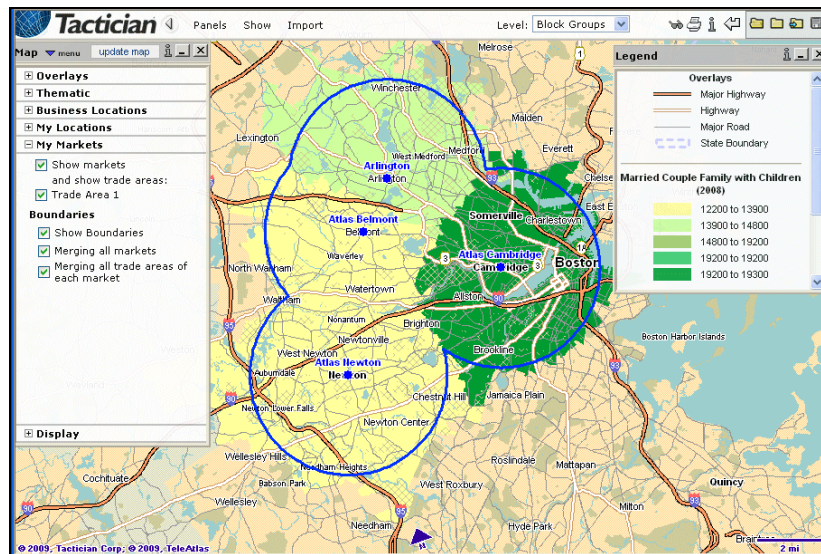


## Merge Boundaries of Trade Areas

Don't let details obscure the big picture. By displaying only the outer boundaries of your market footprint, the map will reveal opportunities more clearly.

When multiple locations have trade areas that overlap, the result can be a map cluttered with trade area boundaries. Merging trade areas and boundaries helps you see the picture more clearly.

**Sometimes, too much data can conceal a straightforward message. Base your business strategies on the appropriate amount of key data elements, reducing the risk of distraction from information overload.**



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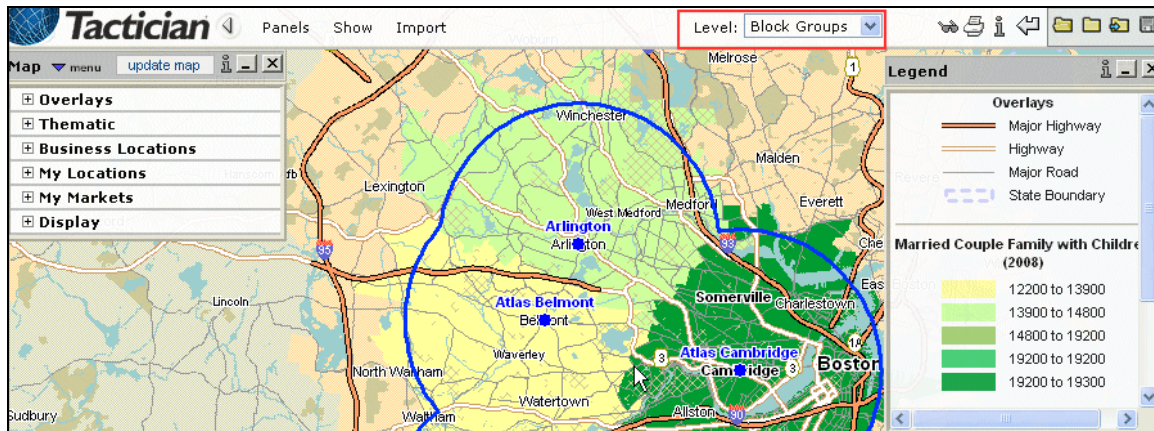
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## Change the **Geographic Level** of your Analysis

Now you can quickly map, evaluate, and report on data at **multiple** levels of geography. For example, you have your site trade areas and market areas displaying the population density for Postal Codes, while this information is useful, you might fine tune your marketing if you could see the population density for smaller geographic units, like Block Groups or Census Districts. Use the Level list in Strategy Map to choose the geographic level of data and create maps and reports for another level of geography.

**Make more enlightened business decisions in less time by quickly evaluating multiple perspectives on the markets in which you promote, distribute, and sell your products and services.**



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## Run your **TravelTime** Analysis in Seconds

From hours to seconds: In a major breakthrough, Tactician TravelTime is now thousands of times faster, delivering high performance market modeling to your web browser for the first time ever! In addition to speed, Territory Optimizer with TravelTime delivers unparalleled precision. When optimizing, it takes into account not just highways, but all streets of all sizes so your optimization is precise and reliable.

Now you can run the Tactician Territory Optimizer online in a fraction of the time it took to run previously. Optimize hundreds of territories nationwide with over 30,000 components in just minutes, enabling you to improve efficiency by testing multiple scenarios for resource deployment.

<b>Online Optimization</b>	<b>Compare these speeds with your current system</b>
50 Territories in California with 2658 components	17 seconds
10 Territories in Massachusetts with 706 components	9 seconds

**With these incredible speed improvements, you can evaluate sales scenarios in less time and spend more time selling.**

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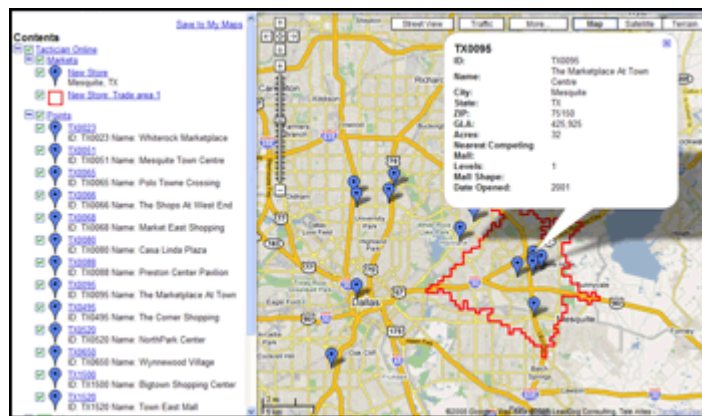
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## Use **Other Views** to See Features on Satellite Maps

Gain new insights into your business! With the Other Views option in Strategy Map you can choose what features you want to display using **Google Earth**, **Google Maps**, or **Microsoft Virtual Earth**. Now you can merge the data driven functions available in Tactician Online with these unique visualization capabilities. For example, you can display market locations and trade area boundaries, thematic displays and legends, and even choose a flash report to show when you click an icon in one of these products.

**Make business decisions confidently by viewing and thoroughly evaluating multiple perspectives of your existing and potential markets.**



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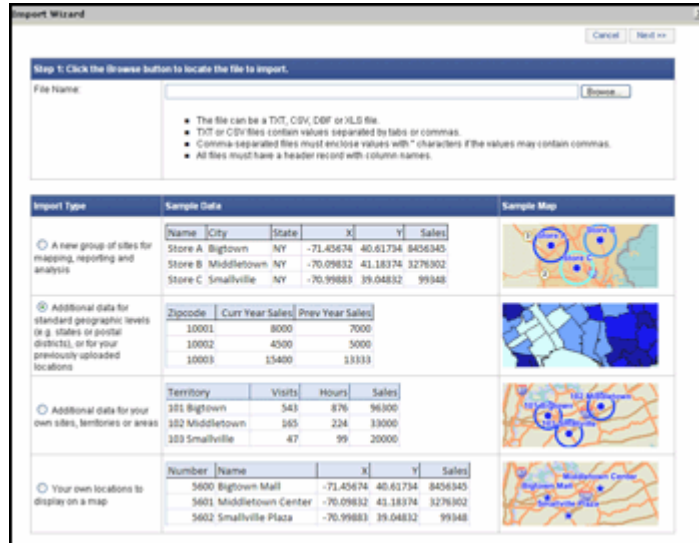


## Reveal the Real Market Opportunities behind Your Sites, Data, and Territories with the **Import Wizard**

The new Import Wizard, accessed directly from Strategy Map, makes it easier to import or update your locations, territories, and data. The Wizard handles all kinds of data making it simpler to understand your key business drivers.

The streamlined wizard guides you to risk-free results by showing you how to prepare your data, select the correct import method, and diagnosing the data to eliminate errors. Your locations and data are imported and ready to use with Strategy Map.

**Develop business strategies that reflect your market realities and opportunities, not simply general market indicators. Now, at last, it's easier to turn your own data into your best strategy.**



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## Customize Your View of the World

Make maps that communicate the story that you want to tell. Emphasize the key factors that impact your business, and deemphasize distracting or irrelevant “noise” to make your point.

Until now, the idea of customizing Online maps was unheard of. Strategy Map has changed this by giving you control over map appearance.

For example, use Edit Overlays in the Map Panel to change the way a specific map feature, such as city names or Postal Code boundaries, displays on your map. You might color Postal Code areas with a light blue fill and a dark blue boundary, and display State or Province boundaries green, making it easy to distinguish each. You can also change the drawing order of features to display the one that you want to see drawn on top.

Once your map looks the way you want it to, you can save the map settings to a map template, so that you can quickly and easily restore the settings in another Strategy Map session.

**Save time and improve productivity by clearly communicating your strategy, goals, and message.**

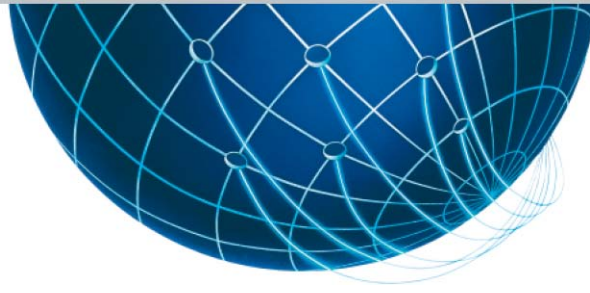
**Make your point** by designing maps that have the impact that you want.

[Click here](#) to see a short movie of these features.

[Click here](#) to read details about how to use these features.

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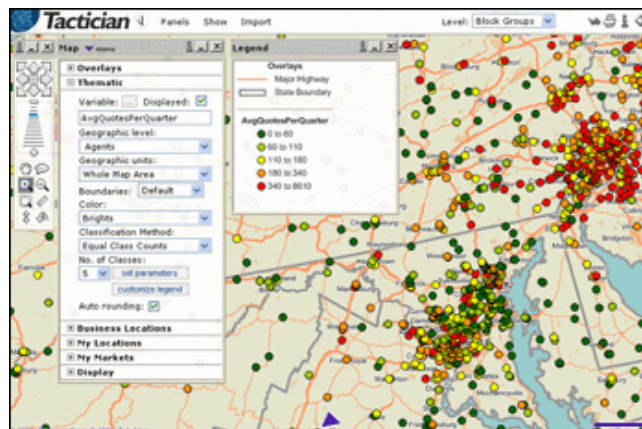


## Show Data with Pinpoint Accuracy with **Intelligent Points**

Make each point on the map send the message you want to send. You've placed your locations on the map, now you can color point locations, such as customers, stores or hospitals, based on a meaningful data value. Once you've imported your locations and data, you can use the Intelligent Points feature to display data for each location, and you can generate reports that show your location data within trade areas, market areas, and territories.

With each location colored by its data value, you can easily spot clusters of opportunity. Gain more precise information by looking at the data for each customer rather than data for a whole geographic area. The point level precision gives you a 100% accurate reflection of the market.

**Make better informed business decisions by assessing location data quantitatively, spatially, and now, qualitatively. It's not only about 'Where'; it's also about 'How much'.**



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