

DataAlchemy Overview

Product Description:

DataAlchemy is software application that empowers analysts to quickly generate insight from a wide variety of data by providing a common platform for managing diverse data sources, and, creating interactive analytical components which are delivered in PowerPoint, or, via the web through KnowledgeShare. DataAlchemy rolls data and presents it in any format required, meeting the varied reporting requirements of diverse audiences.

Automation Engine – provides the ability to use DataAlchemy in a hands-off environment, automating the entire report generation process from querying remote data sources and updating reports to publishing the results to the end user. Because the reporting process can be automated, personnel can use the time savings to provide value-added insight rather than performing repetitive mundane tasks. It streamlines the category management processes, standardizes reporting and provides retail partners with insights to drive their business.

Data Sources - enables the management and integration of various data sources by enabling data to be imported and relationships to be created within the data that previously did not exist. By managing divergent data on a single platform, data formatting time can be reduced by as much as 80%. Data sources may include the following:

- Syndicated data from providers such as Information Resources, Inc., Nielsen, NPD, Spectra, etc.
- POS data from retailers including Wal-Mart, Home Depot, Lowe's, Sears/K-Mart, Target, Walgreens, Rite-Aid, CVS, etc.
- Internal shipment, trade spend data, data from surveys, etc.

Components – provides the ability to create interactive charts, tables, worksheets and reports that provide drill-down capability to the end user. Because a single component can contain any number of dimensional items, an analyst can create one chart or table that can be used to address a variety of scenarios. An analyst may create dynamic executive dashboards that monitor business, sales, and category trends, analyze store level or SKU level sales, evaluate post promotions performance, monitor product launches, and more.



Guided Analysis – enables the design of pre-formatted templates, addressing specific business issues, which can be quickly populated with data as it becomes available. By providing a template capability, best practice analysis can be standardized and easily shared across an organization.

Publishing – allows the analyst to publish DataAlchemy results to a PowerPoint presentation, Excel chart, or to the web for interactive on-line viewing. By delivering results in a familiar vehicle, end users can quickly adopt the DataAlchemy solution which will ensure a rapid return on investment.

System Requirements:

Before installing DataAlchemy on your computer, make sure it meets the following requirements:

Hardware Requirements:

Minimum requirements for users who are installing DataAlchemy to perform data analysis:

- Intel Pentium processor (1 GHz or better)
- 256 MB of RAM (512 MB recommended)
- 120 MB of Hard drive space for DataAlchemy
- Additional hard drive space for syndicated, panel, and shipment data (if additional space on the hard drive is unavailable, network resources may be used).
- SVGA monitor capable of 1024 x 768 dpi and 65536 colors or better

Minimum requirements for users who use DataAlchemy-enhanced presentations (but not DataAlchemy itself):

- Intel Pentium processor (400 MHz or better)
- 128 MB RAM
- 32 MB of hard drive space (for DataAlchemy drivers)
- Monitor capable of 1024 dpi and 65536 colors or better

Software Requirements:

DataAlchemy is designed to run on Microsoft Windows XP or later. Microsoft Office 2003 or later is required.

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