



SRC Customer Advantage Group Bulletin

Welcome to the SRC Customer Advantage Group Bulletin.

Our Mission is to provide our customers with a competitive advantage through relationship building, support and training.

The Customer Advantage Team is dedicated to:

- teaching you how to best gain an advantage in the marketplace through leveraging our technology,
- translating these technological advantages into everyday business processes that improve your ROI,
- and, to further developing this advantage through a continued understanding of your directions, strategies and goals.

SRC is committed to providing software and solutions to enable fact-based decision making by delivering comprehensive data access and analysis with unparalleled performance.



EXTEND09 — March 17-19, 2009

Join us for our Annual *Geographic Business Intelligence*™ Conference.

January 2009

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Why Should You Attend?

At Extend 2009, you will have the opportunity to meet industry leaders and technology experts in a variety of sessions that explore how to achieve a competitive advantage with your own data. If you routinely face urgent problems, but the information and analyses you need can't be produced for hours, days, weeks or longer, the Extend 2009 conference will provide you with new insight into solving you and your customer's most critical business problems.

March 17 - 19, 2009
Omni Interlocken Resort
500 Interlocken Blvd
Broomfield, CO 80021

[Checkout our site](#) for the agenda and to register!

SRC in the News

Listen to Dean Stoecker's interview by the Business Intelligence Network (B-eye-Network.com) and hear how SRC's Geographic Business Intelligence™ platform is accelerating the way fact-based business decision making is being enabled using an enterprise's comprehensive data assets.

[Read More](#) about this and other SRC Press Releases.

New SRC White Paper

Find out how you can extend the reach of your business intelligence insight through Alteryx - the single solution for mining raw data and extracting crucial insight. For more information, [visit this link](#).

Products Corner - What's New?

Alteryx® v4.1 release



Alteryx v4.1 is out! The goal of the release was to improve upon the 4.0 release featuring: **Enhanced Browsing** with the addition of a new Browse tool; **Better Reporting** with the implementation of full Unicode support, styling rules and palette improvements; **Program Additions** including Calgary and the Scheduler for all users; and **Spatial Enhancements** including the addition of Satellite Imagery and improvements to our Guzzler Drive time engine.

To watch WebEx recorded overviews of the Alteryx v4.1 functionality, [click here](#) and click on the View Event Recordings link on the far right.

Portfolio® v6.3 release



Portfolio 6.3 was released on October 28, 2008. Data updates include: AGS and ESRI 2008/2013 demographic estimates and projections; Q3 2008 ZIP Code boundary definitions, including Point level ZIP codes; Q2 2008 - DMA (Designated Market Area) definitions; Q1 2008 - Places definitions and Census 2000 Minor Civil Divisions (MCDs) by County are now available.

License Package & License Manager

With the releases of Alteryx v4.1 and Portfolio v6.3, SRC rolled out a new system to make licensing for our clients much easier. Multiple product licenses are now packaged and delivered in a single license file. The installation of the licenses happens in one step and all licenses can be managed from a single interface, the License Manager. The License manager also includes pertinent information about the license that is installed, including licensed features and data sets, and expiration dates. If you have any questions about the new license file, please do not hesitate to contact us at clientservices@extendthereach.com or (714) 516-2400 option #2.

Training and Resources

Technical Support

We have implemented an automated ticket generation service in our support logging system. This service was put in place to acknowledge support issues by email and provide ticket numbers when support is required. We want to hear from you! Please let us know how we are doing and if there are other ways we can improve our support by sending an email to the Customer Advantage Group Manager, [Maureen Wolfson](#).

SRC's Brainasium - Training Center

Yes! Finally a gymnasium for your brain. SRC proudly presents a state-of-the-art training facility in Orange, CA. This is a fantastic opportunity to get affordable, hands-on training from SRC's software experts. These courses, complete with manuals, are instructor-led full day sessions covering all desktop products (**Alteryx, Allocate, and Solocast®**) in sunny Southern California. Courses are designed for different user levels and business applications. Come prepared to learn!

[Click here](#) to download the schedule and sign up today!

Discussion Board Update!

The SRC Desktop Forum has been updated with improved forum software. You can now have greater control over your user profile, email updates and user experience. Click this link to reach the forum: [SRC Desktop Products Forum](#).

You will see the SRC Desktop Products Forum in the general view. Simply click on the forum to read postings, however, you must login to the forum to post questions or comments. All current desktop users have access to the forum. Please [email us](#) with feedback or if you need an account.

Tips & Tricks

Allocate v6.3 - Configure your custom resources

With the new release of Allocate 6.3 you may need a quick reminder of how to update your custom variables, geographies and workspaces. Below are some recordings showing exactly how to reconfigure your custom resources in Allocate 6.3.

[Setting up your VVF](#) (Virtual Variable Files)

[Setting up your VGF](#) (Virtual Geography Files)

[Setting up your Workspaces](#)

Alteryx Blog

If you are interested in advancements in our Alteryx product or tips on how to use it, make sure to visit our Alteryx blog regularly or subscribe to our feed. Each week a Core Alteryx developer, Product Manager, or member of our Data and Professional Services teams posts an interesting article on Alteryx.

To view, please [click here](#).

Upcoming Webinars

Our WebEx product demonstrations remain very popular and are highly attended. These Webinars offer demonstrations on SRC's desktop products. The Webinar schedule over the next few months is as follows:

January 14 - Allocate - Building your custom geographies into Allocate for easy access and faster analysis.

January 28 - Alteryx - How to access different types of data and negotiate input formatting errors.

February 12 - Allocate - Creating custom demographic and proprietary variables for reporting.

Webinars (cont.)

February 25 - Alteryx - Merge and purge business databases using the Alteryx Fuzzy Match tool.

March 11 - Alteryx - How to make the most out of the Alteryx 4.1 reporting tools.

March 26 - Alteryx - Leveraging other applications and command line processes to enhance your modules within Alteryx.

For more details, [click here](#).

SRC Product Managers Desk

Have a product idea or feature request? Submit your comments directly to our [Product Management Team](#)

SRC Tradeshow Calendar

Come visit us at the following tradeshows and events:

NAI Global - February 10-12 in Las Vegas **Booth 28**

IFA 2009 - February 14-17 in San Diego **Booth 604**

CTIA 2009 - April 1-3 in Las Vegas **Booth 6646**

[ICSC 2009](#) - May 17-20 in Las Vegas

SRC Welcomes New Employees

Mitchell Bell, National Account Director

Mitch brings 20 years of experience selling complex analytic applications, software and business intelligence solutions to Fortune 500 companies. Mitch is located in Scottsdale, Arizona.

Diane Finkelstein, National Account Director

Diane comes to SRC from one of our customers and analytics partners and has a proven track record of selling geographic business intelligence solutions. Diane is located just outside of San Francisco in Petaluma.

New Employees (cont.)

Caty Habsburg, Office Administrator

Caty brings strong administrative skills from her previous positions in the public utilities and publishing fields. She is responsible for office functions in Boulder, Colorado.

Barry Kardon, Web Developer

Barry comes to SRC as an application developer with experience helping companies maintain compliance with government regulations. Barry will be helping us with client development projects and share his knowledge of the .Net development environment. Barry works in the Boulder Technology Center.

Sinam Al-Khafaji, Account Manager

Sinam is a prior SRC customer with over 6 years experience using SRC products. He has attended several Extend conferences and last year won the Alteryx Solutions Center contest. Sinam is our newest Account Manager and brings a wealth of geographic business intelligence experience to SRC. Sinam is located in Delray Beach, Florida.

Brooks Morris, Business Intelligence Consultant

Brooks comes to SRC from the Cable industry where he was in direct sales. His focus is on building business relationships which dovetails well with the skills necessary to be successful in our Inside Sales Team. Brooks is located in our Orange, California office.

Catherine Shenk, Marketing Communications Associate

Catherine joins us after successful careers in the avionics software and publishing worlds and is responsible for developing SRC's internal and external facing communications framework. Catherine is located in the Boulder Technology Center.

Carrie Spence, Accounts Payable/Admin

Carrie's background in accounting, full service bookkeeping, client services, drafting, and reconveyance comes from her experience in the construction and legal fields. She is responsible for accounts payable and administrative functions. Carrie is located in our Orange, California office.

New Employees (cont.)

Kathy Telez, Accounts Receivable

Kathy worked for a construction company for more than ten years where she developed her skills in office and contracts management as well as accounting and finance. She is a Notary Public in California. Kathy is located in our Orange, CA office.

How to Contact Us

The Customer Advantage Group looks forward to assisting you in the installation, licensing and use of SRC's products throughout 2009! Don't forget we provide training for all products. If users need a refresher, standard or customized courses, please contact us.

If you need license authentication, replacement licenses or product support, please send your request to clientservices@extendthereach.com for the timeliest response. You may also call us at **714.516.2400 - dial 2** for support. Our support hours are from 8 a.m. – 8 p.m. Eastern.



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