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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 Group is dedicated to:

- Teaching you how best to gain an advantage in the marketplace through leveraging our technology
- Translating these technological advantages into everyday business processes that improve your ROI
- 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.

March 2010

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Upcoming Product Training Webinars

We are offering the following Webinars in the month of April:

[Alteryx - Introduction](#)

- Alteryx - Introduction - Get a brief introductory overview of Alteryx. This webinar will be a fantastic way to get started.

Date and Time: Thursday, April 1st, 2010

1:00pm PST, 2:00pm MST, 3:00pm CST, 4:00pm EST

Presenter: Margarita Wilshire

[Alteryx - Enhanced Block Centroid Retrieval Methodology](#)

- Allocate and the Allocate tools in Alteryx use Enhanced Block Centroid Retrieval Methodology. Learn about the sophisticated methodology being used to generate accurate data.

Date and Time: Thursday, April 15th, 2010

1:00pm PST, 2:00pm MST, 3:00pm CST, 4:00pm EST

Presenter: Angela Ogle

[Alteryx - The Power to Bring your Information Together.](#)

- Use the suite of Alteryx Join tools to join your data for analysis - includes Spatial Joins.

Date and Time: Thursday, April 29th, 2010

1:00pm PST, 2:00pm MST, 3:00pm CST, 4:00pm EST

Presenter: Summer Contes

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Tips & Tricks

Dot Density Maps in Alteryx!

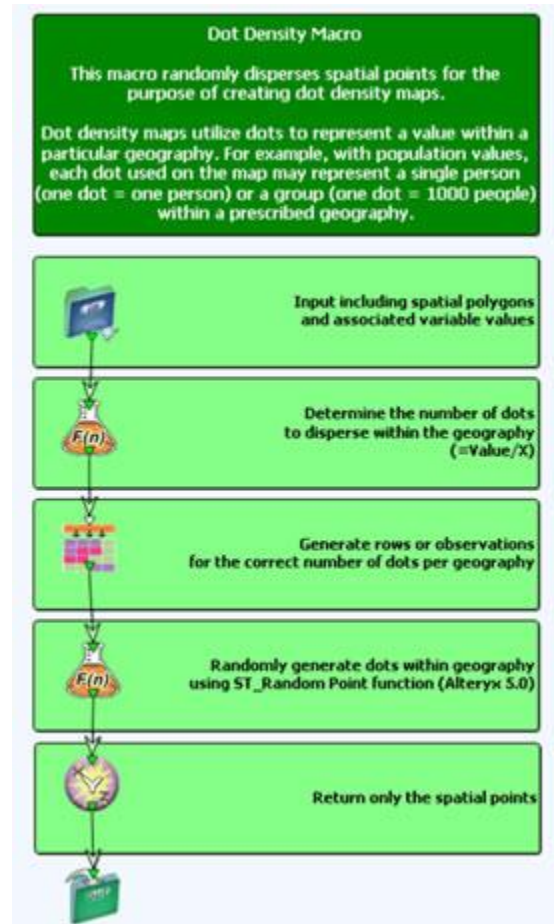
Thematic maps are often used to display data geographically with colored or shaded themes, but sometimes users wish to see the data differently. For this purpose, dot density mapping has become a frequently requested feature for map rendering in Alteryx. Dot densities have recently become possible with the inclusion of a new spatial function within the formula tool released with Alteryx 5.0. This function, *ST_Random Point*, will randomly disperse a point within a given polygon. Utilizing this

tool, anyone can create a macro to produce the data required to generate a dot density map.

As inputs, this Dot Density macro requires two fields: geography with an associated value and a configuration of the number of dots per value.

Determining the appropriate number of dots per value may require some trial and error to produce desirable results. Knowing the min, max, and median values associated with the base geographies will help you to determine and select the optimal dots per value. These factors coupled with the size of dots on the map will greatly affect the aesthetic look of the mapping. [Click here](#) to download the Dot Density Macro from our user forum and a sample Dot Density Module that uses the Macro through our user forum.

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The UK Alteryx Blog

In our last newsletter, we highlighted the Alteryx blog written by Ron House. We are really excited to find that another user has started blogging about Alteryx! Check out this new Alteryx blog developed by one of our UK clients, Adam Riley. Adam notes that he was inspired by Ron House's blog and that he has a couple of topics already to post since "***Alteryx has a habit of making me come up with new ideas and techniques.***"

Go to this link to take a look: <http://ukalteryxuser.blogspot.com>

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SRC's Educational Grant Program

SRC announces its new EDUCATIONAL GRANT PROGRAM, which provides the Alteryx platform to universities for research and educational purposes, at no cost. We know from experience that our industry and technology clients gain direct value and increase ROI from the benefits of utilizing and accessing our Geographic Business Intelligence® technology. To help academic researchers and university students become familiar with the best research and analysis technology possible, we are offering our solution to top universities. Please help us enrich this new partnership by reaching out to your contacts in academia. Contact Amit Shivpuja for further details (714-602-5237).

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Product News

Alteryx Connect Update: Alteryx Connect is now Alteryx web services

On January 21st we launched our first product, DemographicsNow, on our Alteryx web services platform!

Our next release is planned for the second week in March, which includes performance enhancements, access to more list data sets and geography types, and improvements to the user experience. Beyond our March release, the focus is on implementing enhanced layer control, labels, and selecting geographies directly from the map, with custom report and variable creation, (including the ability to theme custom variables) and consumer profiling following after that.

We are also currently developing an API and universal user interface to easily publish Alteryx Wizards to the Web (via DemographicsNow.com), with a planned release in the second quarter.

If you would like to check out the new technology you can go to www.demographicsnow.com and sign up for a free trial. Signing up will give you instant access to all of the sites features, but limited access to data. Please send us your feedback. We want to hear from you, so we can develop a product that fits your needs.

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New Data Announcements

There are two new supplemental datasets added to the latest STI data install - STI: Market Outlook and Mediamark (MRI) Profiles.

STI: Market Outlook measures annual retail sales and expenditures by common retail categories and product lines. Providing supply and demand insight for over 40 retail product categories. The dataset also includes historical recent years' demand historical data. A companion dataset to STI: Spending Patterns, these two products provide in-depth insight into consumer spending and demand.

The Mediamark (MRI) Profiles dataset is now integrated into Solocast, which includes STI: LandScape, STI's segmentation system. This will enable marketers to use location to better estimate market potential for a variety of goods and services covered in the MRI survey data. The MRI Profiles is a consumer behavior database that consists of approximately 2,200 indexes of product consumption, lifestyle preferences, product ownership, and attitudes. Based on the latest MRI 'doublebase' survey from 2008, it offers insight into the consumption patterns and preferences of consumers.

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Extend 2010



[Extend 2010: Get Connected](#)

[March 22 - 24, 2010](#)

[Omni Interlocken](#)

[Broomfield, Colorado](#)

This is your last call to attend Extend 2010, SRC's Annual Conference, March 22-24 2010 in Broomfield, Colorado. Register [now](#) and learn from the industry-leading organizations that are driving new revenue streams by connecting the flow of information, analysis and best practices through geographic business intelligence® technology solutions.

Conference Highlights

Developer's Summit

This summit is designed to bring the developer community together for in-depth discussions about building, deploying and automating best practices with geographic business intelligence[®] technology. SRC is preparing for everyone, from users just starting to create macros and wizards in Alteryx, to web developers looking to deploy custom services, to hard-core C++ programmers looking to extend Alteryx in ways we never imagined.

Our preliminary agenda is:

- Overview of the Developer Tools category in Alteryx - Ned (CTO)
- Writing Effective Macros - Ned (CTO)
- Batch Macros: Why & How - Rob (Senior Developer, Core Engines)
- Consuming Alteryx Wizards from C# - Linda (Senior Developer, Core Engines)
- Alteryx Web Services: Architecture & Futures - Ian (Chief Architect, Core Web)
- Consuming Alteryx Web Services from JavaScript and C# - Ian (Chief Architect, Core Web)

And finally, if there are any hard-core developers interested, we will have a bonus session in the solution center from 1pm - 2pm:

- Alteryx SDK: Writing tools for the Alteryx toolbox (C++ & C# skills required) - Ned

Solutions Center

The Solutions Center is for all conference attendees who have technical questions pertaining to their vertical industry, company, or business problems. Experts will be on hand from the beginning to the close of the Extend 2010 Conference, to teach you how geographic business intelligence can make you a technology champion in your organization.

Product Training

The Extend 2010 Conference kicks off with a two-day interactive Product Training Session. This comprehensive 8-hour training will be presented by the technical and business solutions experts from the SRC Customer Advantage Group. The Customer Advantage Group will instruct all levels of power users and business analysts on the full suite of SRC Geographic Business Intelligence[®] technology offerings. Attendees will gain a new understanding of the business and data problems that can be solved with Alteryx and SRC's other offerings.

Alteryx Grand Prix

This is an exciting "racing" event for novice and seasoned users of geographic business intelligence technology tools. An exhilarating racing atmosphere awaits both competitors and spectators! Competitors race against each other within a virtual technology race track to develop record-breaking solutions with Alteryx[®]. Bleachers and large video display screens provide spectators with views into all of the racing action. During the Alteryx Grand Prix, a variety of business cases will be demonstrated

against the clock to show how Alteryx-driven solutions can meet real-world deadlines. Competitors are asked to employ a variety of technology capabilities to reach their conclusion within a pre-determined amount of time. After each exercise, a review of the solution is provided by commentators, and audience questions are welcome. As a competitor or spectator, this event provides all attendees with extensive learning opportunities for understanding how to streamline business processes and drive revenue using the power of geographic business intelligence solutions.

User Group Forum

New to Extend 2010, the User Group Forum will bring together the community of geographic business intelligence users to demonstrate their most impressive best practices. These demonstrations will be presented by several of the nation's industry leaders who are streamlining and automating their business processes every day to rapidly disseminate actionable insight across their organizations. Any level of user will benefit from this forum by seeing how geographic business intelligence from SRC is the enabling platform for connecting the flow of analytics, ideas and best practices within any organization.

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SRC Tradeshow Calendar

Come visit us at the following tradeshow:

[ICSC RECon](#) - May 23-25, 2010 in Las Vegas, NV

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Training and Resources

SRC's Brainasium - Training Center

Yes! Finally a gymnasium for your brain.



SRC proudly presents our new state-of-the-art training facility in Orange, CA. Through this new facility, SRC offers you a fantastic opportunity to get affordable hands-on training from our software experts. We have developed new courses, complete with manuals, which are instructor-led, full-day sessions covering all the desktop products offerings (**Alteryx[®]**, **Allocate[®]**, and **Solocast[®]**) in sunny California.

The courses are designed for different user levels and for different business applications. Sign up and

come prepared to learn!

Click [here](#) to download the schedule!

Discussion Board

The SRC Desktop Forum is a discussion board where all current desktop users can learn and share software tips and tricks, find out about upcoming product releases, provide us with feedback on our products, and share ideas for new webinars. Click this link to reach the forum: [SRC Desktop Products Forum](#). To read the forum postings, simply click on the category. To post comments or ask questions, you must log in. Please [email us](#) with feedback, or if you need to create a login account.

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SRC Welcomes New Employees

Richard Snow has joined SRC as an account manager within the Customer Advantage Group. Richard was previously the Manager of Research at a customer analytics company. In addition to his experience in customer analytics and site selection, Richard also came to us with a proficiency in Alteryx.

Helen Thurman is our new project manager in the Boulder office. Helen has over 10 years of Product and Project Manager experience as well as a depth of knowledge in several development processes, including agile and scrum. She has also designed and developed new service strategies to increase service sales for the Professional Services, Support Services, and Managed Services teams.

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How to Contact Us for Technical Support

The Customer Advantage Group is dedicated to assisting you in the installation, licensing and the use of SRC's products. Plus, don't forget, we provide training! If you need a refresher, standard or customized course, please contact us.

License Authentication, Replacement Licenses or Product Support

Please send your request directly to clientservices@extendthereach.com to receive the quickest response. You may also call us at 714.516.2400 - dial 2 for support.

Our support hours are from 8 am to 8 pm Eastern.

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