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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 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 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.

May 2009 In This Issue

[Alteryx Training & Support Options](#)

[Tips & Tricks](#)

[Read the latest SRC White Paper](#)

[New Data Announcements](#)

[Extend09 in Review](#)

[SRC Tradeshow Calendar](#)

[Training & Resources](#)

[New Employees](#)

[How to Contact Us](#)

Don't Miss out on these Upcoming Alteryx Training & Support Options:

Schedule of Upcoming WebExs

- | | |
|------------------------|---|
| May 6, 2009 - 2:00 pm | Alteryx - Create comprehensive market analysis with Allocate demographics in Alteryx. |
| May 21, 2009 - 2:00 pm | Alteryx - Customized Mapping and best practices with Alteryx Reporting Tools |

Training (cont.)

Jun 10, 2009 - 10:00 am [Alteryx - Develop site scoring wizards to deploy selection capabilities to your teams in the field](#)

Jun 25, 2009 - 2:00 pm [Alteryx - Basic uses for the advanced tools in Alteryx. What they do and how we use them.](#)

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

Missed a training session? [Check this list](#) of WebEx recordings and watch on your own schedule.

To find out about in-person training in Orange, CA, [here](#).

Tips & Tricks



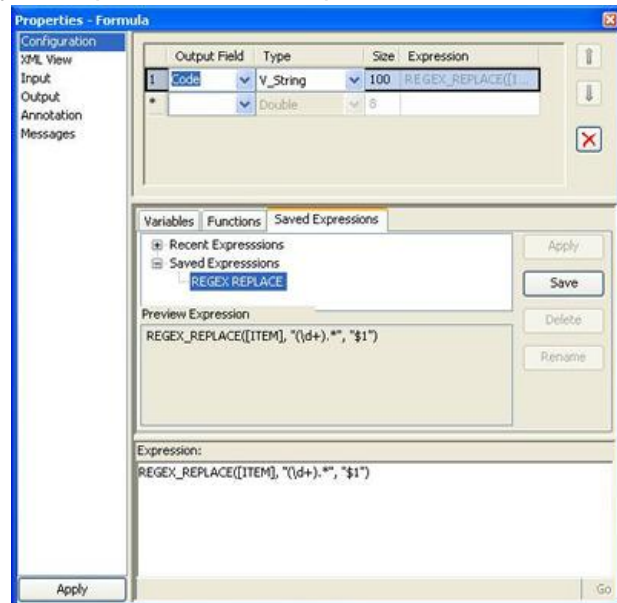
Alteryx - Saving Expressions in the Formula Tool

Expressions can be saved, so that you can use them over and over without having to create them from scratch. You can create an expression by selecting a combination of variables and inserting them into function

Once you are happy with the formulated expression, click the "Saved Expressions" sub-tab. Click "Save" again, and specify a name for your expression. Your expression is now in the "Saved Expressions" folder for future use!

Example:

The Regular Expression used in this sample takes part of the data from the ITEM column, and creates a new column called CODE. The ITEM column's first record contains "12 Red Patagonia," the regular expression `REGEX_REPLACE([ITEM], "(\\d+).*", "$1")` marks the group of any number of digits (`\\d+`), and inserts these digits into the CODE column "\$1".



Read the SRC White Paper on "Driving better business intelligence through streamlined analytics"

Analytic processes built using a multi-tool approach are failing to keep pace with demanding analytic requirements, largely due to their inability to deliver timely data integration. [Click here](#) to read about how SRC's analytic development-to-deployment process is consolidated into a single workflow process, spanning from data integration through analytic modeling to end-user analysis and reporting.

New Data Announcements

Synergos Technologies Inc: BlockPoint

STI: BlockPoint is a unique data product created by Synergos Technologies, Inc., in response to one of the leading trade area research issues to emerge since the release of the 2000 U.S. Census: showing accurate population change (especially growth) in rapidly changing and rural areas. Just as STI: PopStats gets its estimating strength from a unique calculation that combines the U.S. Census with residential ZIP+4 postal codes, STI:BlockPoint gets its precision from the same methodology. STI:BlockPoint takes the population calculation one step further by allocating population growth to subsections with block groups based on actual changes. STI:BlockPoint overcomes one of the leading trade area research problems of our times - the aging 2000 U.S. Census data. One of the downsides to this decennial Census is that population growth has changed significantly since 2000, and STI:BlockPoint overcomes the disparity with its unique methodology.

If licensed, this add-on product replaces the U.S. Census 2000 Block Centroid file currently being shipped with our demographic products in Allocate, STI and AGS. Please note that STI has not added any new block centroids or moved any existing ones. The block centroids' inventory is the same as the U.S. Census 2000, but what has changed is that STI has updated the household and population counts to each of the block points. This has significant impact on areas that have changed since the 2000 Census.

CHD Expert Group Foodservice database

Recognized as the industry's global leader with over 820,000 addresses in the U.S., the CHD Expert Group Foodservice database is the most comprehensive and accurate data available for this industry - covering nearly 100% of the commercial foodservice market, as well as a significant portion of other foodservice segments. The data are now available as a point-level data file in multiple formats, including Alteryx .yxdb.

CHD Expert Group Foodservice database (cont.)

Segments include:

- **Full table service restaurant:** mid-scale, family style, casual dining, upscale, fine dining, entertainment/theme
- **Limited service restaurant:** quick service, quick casual, cafeteria, buffet
- **Drinking place:** bar, brew tavern, pub, micro-brewery, sports bar/entertainment, wine bar, nightclub, lounge, disco, nightlife
- **Lodging:** hotels, motels, resorts, bed & breakfast, guesthouses, etc.

Workforce Data: SRC and Workforce Strategies, Inc.: Geo-Skills™ demographics.

SRC now has Geo-Skills™ demographics available within Allocate as an add-on dataset. This in-depth employment information includes the 35 foundational skills that are found in any workplace and industry for any place in the U.S. Geo-Skills™ employment is based on local industry business counts and classifications. It indicates the significance of a skill in a local workforce and includes the portion, employment number and percent of that workforce for whom, the skill is significant in determining optimal local job performance and workplace locations. Given the transferability of skills - whether the user is interested in manufacturing, call centers, retail, or supporting local employers and building training programs - these demographics offer a new understanding of the driving skills within a local economy. The seven major skill categories are: Basic, Technical, Social, Complex Problem Solving, Process, Resource Management, and System Skills.

Contact SRC about these 2008 Geo-Skills™ datasets.

Extend 2009 in Review

Thank you to all of those who attended Extend09!

The conference was a success with over 80 attendees joining us to learn directly from corporate leaders who are outperforming their competition by managing data through a single platform and redefining the value of business intelligence.

The three-day event showcased SRC customers and partners, including NSA Media, Experian, Arrow Electronics and DNB. Companies highlighted how, by using SRC products, they have been able to vastly improve their business processes. These companies shared their success stories about how working with SRC has helped to make smarter, more effective business decisions. Click [here](#) to read a press release about the conference.

Alteryx Grand Prix Recap



At Extend09 we introduced the Alteryx Grand Prix to showcase Alteryx and to highlight some of our brightest users who volunteered for the contest. The Grand Prix was designed as a developer contest, but was structured in such a way that it provided interactive entertainment and learning for the entire audience. There were three problems to be solved, each within a specified time limit. The event was well-attended and very exciting for everyone involved. We weren't sure of what to expect with this inaugural event, but given the positive feedback we received, we'll be improving upon the format and host it again next year.

To read more and find out the results from the Alteryx Grand Prix, read our [Alteryx Blog](#).

SRC Tradeshow Calendar

Come visit us at the following tradeshows and events:

[ICSC 2009](#) - May 17-20 in Las Vegas in Booth 3030

[Direct Marketing Association](#) - October 17-22, 2009 in San Diego, CA

Training and Resources

Technical Support

To better serve you, we implemented an automated ticket generation service in our support logging system. This service now acknowledges support issues by email and provides ticket numbers when support is required. The system also emails the user when the issue is closed, and provides each with a survey link to share feedback about their support experience.

Please let us know what you think about our new system!

We want to hear from you! If there are other ways we can improve our support, send 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 our new state-of-the-art training facility in Orange, CA. Through this new facility, SRC offers you a fantastic opportunity to get

Brainasium (cont.)

affordable hands-on training from our software experts. We have developed new courses, complete with manuals, that are instructor-led, full-day sessions covering all the desktop products (**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 Update!

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. The Forum has been updated with improved forum software, so you now have greater control over your user profile, email updates, and user experience. 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 login. Please [email us](#) with feedback or if you need an account.

SRC Welcomes New Employees

Gene Culbertson, Midmarket Sales Consultant. Gene is focused on mid-market accounts within the Southern District. Prior to SRC, Gene worked for Experian's Business Strategy group.

Paula Eldridge, Data Team Member. Paula comes to us via IBM and has 15-years of data development experience, including a significant ETL background.

John Hobson, Director of Inside & VAR Sales. John manages the inside sales team, works to recruit new VARs, and negotiates third-party data contracts. Prior to joining SRC, John was the General Manager of MapInfo's Anysite division.

David Powell, National Account Director for the Northern District. David is focused on national accounts and on the successful execution of the sales strategy for his district. Prior to joining SRC, David was the VP of sales for GeoVue.

Julie Ramirez, Account Manager. Julie has joined SRC as an account manager within the Customer Advantage Group. Julie brings 15 years of experience in product management, project management, quality assurance, training and support of spatial analysis software and solutions.

New Employees (cont.)

Steve Webster, SVP Channel & OEM Sales. Steve is responsible for SRC's channel strategy. Prior to SRC, Steve was the President of AccuData, an OEM partner with SRC.

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 a.m. to 8 p.m. Eastern.



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