

About MarketingStat

MarketingStat aims to achieve a leadership position in the field of business data analysis. Our inspiring principle is:

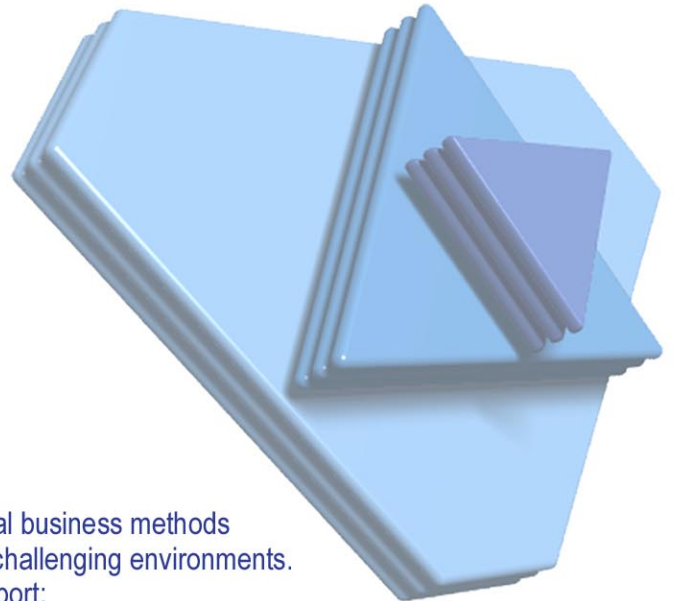
To foster scientific business management - as opposed to pragmatic management - in order to improve business performance.

To achieve our goal, our organization of talented and motivated staff is focused on providing products of superior quality and value to business analysts and strategic decision-makers. Our products are of benefit to companies applying brand management, as well as business consultants and educational organizations.

Our Products

MarketingStat can help you to shape an efficient **Business Intelligence System**. Moreover, we offer **MM4XL[®] software** and **training seminars** to business analysts and marketers, who want to do a better job.

Read more about our products on the back of this leaflet or [visit www.MarketingStat.com](http://www.MarketingStat.com).



Working with MarketingStat

Extended marketing experience and deep knowledge of analytical business methods make MarketingStat your best partner for staying competitive in challenging environments. Managers using MM4XL software and attending our seminars report:

- **Increased return on the investment for market data**
- **Improved ability to analyze business issues**
- **Better business decisions and increased brand competitiveness**



DIAGNOSTICS FOR MANAGERS

Contact us today!

Let's discuss your business intelligence needs. We can help to turn your business analysis office into a real center of excellence!

Marketing Manager for Excel, MM4XL software, is a comprehensive collection of analytical tools for marketers, business consultants and academics. MM4XL software:





















- runs on Microsoft Excel 8.0 or higher
- supports E, F, G, I and S languages
- features 23 unique tools
- is used on all continents in over 50 countries

**All the tools you need are right at hand.
That is why MM4XL is the preferred analysis
toolbox of business analysts and marketers.**

MM4XL software can be purchased online from our website
www.marketingstat.com or write to info@marketingstat.com.

**Excel in your business.
Use MM4XL software!**

Tools available in MM4XL 7.0

 Risk Analyst	 Sample Manager	 Smart Mapping
 Decision Tree	 CrossTab	 Semantic Differential
 Brand Mapping	 Proportion Analyst	 4D Map
 Brand Switch	 Variation Analyst	 Benchmark Map
 Forecast Manager	 Descriptive Analyst	 Stacked Charts
 Quality Analyst	 Cluster Analysis	 Project (Mind) Mapping
 BCG Product Portfolio Analysis	 Profile Manager	
 McKinsey Product Portfolio Analysis	 Gravity Analyst	

**MM4XL works in
5 languages**



Business Intelligence Concept, BIC

The BI Concept is for companies that buy large amounts of market data. MarketingStat offers its expertise and tools to these companies, to help them shape and implement an **efficient business intelligence system**.

There are five steps to the BIC service.

- **Step 1: Diagnosis, aims at uncovering basic information needs.**
We look into the market data of the client and we summarize their information needs at all business levels.
- **Step 2: Plan, details the reporting activities.**
Based on the information needs of the client we schedule an action plan for the monitoring reports and for the special analyses deemed necessary for a relevant and actionable business overview.
- **Step 3: Implementation of the plan, typically for 12-24 months.**
We build the monitoring reports, run the first special analyses, and present the results to the client.
- **Step 4: Training of users and administrators.**
Client employees involved with the BIC receive training on how to use reports and analyses and on how to produce the same documents in-house with MM4XL software.
- **Step 5: Upgrade the BI system.**
From time to time the parameters of the system need to be adjusted due to new market conditions or other factors.



Training Seminars

MarketingStat offers training seminars at clients' premises on topics that help business analysts and strategic decision-makers do a better job.

Our seminars are very effective because we not only show how to do things but we also give you the tools to repeat at your desk what you have learned in the classroom.

**Find out more about our seminars from
info@marketingstat.com
or call +41 (0)61 401 6055**

Program length: 1-5 days.
Held at client premises: 5 participants or more.
Material supplied: MM4XL 90-day trial version, handouts.
Optional material: Client's data for case examples.
Facilities required: Meeting room, beamer or slide projector, writing board.

- **Introduction to MM4XL, Marketing Manager for Excel.**
How to make better informed decisions using MM4XL software.
- **Scenario Models for Long-Term Planning.**
How to model and simulate business scenarios.
- **Product Portfolio Analysis for Top Decision-Makers.**
How to drive growth from within.
- **Market Mapping for Strategy Setting.**
How to take pictures of the market and set sound strategies.
- **Short-Term Forecasting.**
Optimized forecasting and special events handling.
- **Survey Data Analysis & Segmentation for Managers.**
A strategic approach to survey studies and segmentation.
- **Charting and Mapping for Marketers.**
Repeat the miracle of the picture worth 1000 words.
- **Customized Training for MM4XL Users.**
The client chooses the topics to discuss.

