

PRIME NExT Features and Benefits

PRIME NExT is a new and improved version of PRIME EXPRESS. It delivers all of the capabilities that users have with PRIME EXPRESS but takes the analysis potential to the next level. Using interactivity and browser-driven technology, PRIME NExT provides extended flexibility and ease of use.

- **Multi-Platform Capability**—Standalone Windows workstation, LAN (NT or Novell), intranet, and Internet.
- **Interactivity**—Ability to see report results in the preview window as you select and change criteria.
- **Simple Coding Process**—Common across all functions. Learn the process one time, and you can run any report.
- **Multi-Media Optimization**—State-of-the-industry analysis capabilities.
- **Search Capability**—Provides for easy location of data categories and sub-categories within a Scarborough study.
- **National and Local Capabilities**—Usable with Scarborough Local Market Databases as well as Scarborough's Unified and Multi-Market Databases.
- **Immediate Output Ability**—Direct output to other applications (for example, spreadsheets, word processors, and browsers) for printing or editing.
- **Enhanced Custom TV Dayparts**—Ability to define specific network dayparts in the Multi-Market Database for use in national applications.
- **Flexible File Management**—Ability to easily move and share saved specifications.
- **Flexible Software Installation**—Application and data can be in any location or combination of locations.
- **Full Factoring Capability**—Takes factoring to a higher level by allowing factoring on any data and in any report type.