

PRIME NEXT SOFTWARE



WE ARE THE AMERICAN CONSUMER.

USE PRIME TO ANALYZE OUR SHOPPING, MEDIA AND LIFESTYLE BEHAVIORS.



Data Is, PRIME Does

SCARBOROUGH RESEARCH'S PRIME NExT DATA ANALYSIS SOFTWARE helps you maximize the value of your Scarborough data investment. The software provides basic as well as advanced data analysis capabilities (profile, crosstab, media ranking, reach and frequency). Using interactive and browser-driven technology, PRIME NExT offers multiple options for your report output to several common software applications.

PRIME NExT is flexible and easy to use—it takes your data analysis ability to the NExT level.

Software Features

PRIME NExT MAPPING

easily creates informative, high-quality digital maps. Utilizing Microsoft® MapPoint®, PRIME NExT users can seamlessly create custom, presentation-ready maps illustrating local and regional consumer and media audience behaviors. Use Mapping to geographically identify areas of existing strength and potential opportunity.

QUICK VIEW REPORTS

opens a presentation-ready, one-page summary of Scarborough data on your desktop with the click of a button. Customized to your target criteria, Quick View Reports make it easy to create reports (16 different ones available) that are interesting, easy to read and well-designed. Also offers a Microsoft® PowerPoint® output.

STUDY MAKER

expands your sample size. This PRIME feature enables users to double the sample size of any Scarborough database by looking at 24 months of consumer measures. The resulting double-database allows for a more granular and confident analysis of consumer trends that have a more limited sample.

NSI PROFILER

brings consumer behavior and TV ratings information closer together. Use this tool to re-index NSI (Nielsen Station Index) ratings based on Scarborough's qualitative criteria. Use NSI Profiler to take lifestyle, shopping preferences and other consumer behaviors into account to determine a consumer group's propensity to tune into a specific program. NSI Profiler is available to subscribers of both PRIME NExT and NSI ViP Reports.

TRENDER

delivers consumer trend data to your fingertips. The Trender feature enables users to view more than one Scarborough study within the same crosstab, making trends easier to analyze.

REPORT WIZARD

helps you create reports. This enhancement takes all of the steps necessary to create a profile or crosstab report and brings them together into one tab, making the process more efficient and easier to use.

PRIME POINT

makes it easy to create Microsoft® PowerPoint® presentations with Scarborough data. In three simple steps, this PRIME software add-on gives you a Scarborough presentation filled with customized graphs and charts that make you look like a pro.

MULTIMEDIA OPTIMIZATION

gives you a competitive advantage in media planning. This feature enables you to employ a variety of search methods, including Stepwise and Genetic, in your planning process.

CUSTOM TV DAYPARTS

lets you customize the way you sell inventory. This tool defines individual network dayparts in the Multi-Market Study for national applications as well as custom local dayparts in single markets.

SNAPSHOTS

enhances your presentation of data. This graphic system automatically creates one-sheets featuring Scarborough data.

OUTPUT

creates clean and professional reports. Make your data presentation ready by using the Output function to export data to a variety of software programs such as Microsoft® Word® and Excel® making your reports presentation-ready.

TRADE AREA BUILDER

provides a simple way to create reports based on specific zip codes. Just enter a zipcode(s) and radius in miles – this function pulls all the zip codes that fall in that area and allows you to create a definition that can be mapped or used in a report.

Client Service

THE SERVICE

Scarborough Research is dedicated to the highest level of client service. In order to meet our standards, we have created a suite of client service resources that are part of your software investment.

- PRIME NExT Training
- PRIME Help Line
- PRIME Online
- PRIME Help System

PRIME NExT TRAINING

Training is a high priority at Scarborough.

- On-site and virtual training for your staff
- A complete understanding of Scarborough data
- A hands-on button pushing session
- Guides you through all the ways to use the software and retrieve the data
- Continuous training as needed

PRIME HELP LINE 24 HOURS A DAY, 7 DAYS A WEEK. . . 1-800-756-PRIME

Fast, reliable client service day and night! Round-the-clock assistance is a necessity in our fast-paced industry.

- Client Service Consultants available 24 hours a day/7 days a week
- Assistance with ALL functions of PRIME NExT
- Resource for technical help, general Scarborough information and consultative services

PRIME ONLINE www.scarborough.com/primenext

At Scarborough, we empower our clients with our web resources. We continue our efforts to build more information on demand for our software.

- Is a place to get all the information you need about PRIME on the Internet
- Features all the online help you need – full software documentation
- Users can find PRIME NExT quick tips and techniques from PRIME LIVE, an online newsletter for software users
- Sections include: user's guide, system requirements, loading instructions, how to read reports and much more

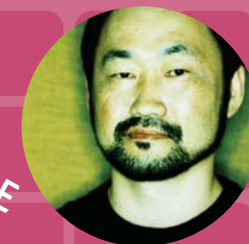
PRIME Online 24–7. . . information on demand.

PRIME HELP SYSTEM

Scarborough has provided the easiest method to get answers with the PRIME NExT Help System built in the software.

- Instantaneous answers to “how to” questions while in the PRIME NExT software
- Full documentation of the software with a built in search feature
- Answers to application and software use questions

PRIME NExT SOFTWARE



24 HOURS
7 DAYS
A WEEK



Software Benefits

- Multi-platform capability – stand-alone Windows® workstation, LAN, Internet, intranet
- User interactivity – see report results as you select and change criteria
- Simple report creation – the steps are common across all functions; learn the steps once, and you can run any report
- Versatile 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
- Interface with external analysis systems – SAS, SPSS
- One system with multifaceted applications – universal system for use with all Scarborough databases, including Local Market, Multi-Market, and Scarborough USA+

System Requirements

SYSTEM

Microprocessor → Pentium 300MHz+
 Memory → 250MB+

SOFTWARE

Client Operating Systems → Windows NT®/2000/ME/XP
 Network Operating Systems → Windows NT® Server/Windows Server

HARD DRIVE SPACE (FREE)

Software → 30MB
 Data → Local: 50 – 200 MB per market depending on market size
 → Multi-Market or Scarborough USA+: 500MB+

OTHER

CD-Rom Drive → 4X or better
 Pointing Device → Microsoft® Mouse or compatible
 Browser → Java-enabled for Internet or intranet

Output requires Microsoft® Office® 2000+
 Mapping requires Microsoft® MapPoint®.



Local. Regional. National.

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 www.scarborough.com

PRIME NExt