



**ALTER**  <sup>TM</sup>

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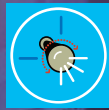
The SRC Geographic Business Intelligence Platform

"He who has the most data wins;  
and he who can make decisions first,  
wins big. Thank you, SRC!"

— Ford Motor Company, Customer Service Division

"...A strategic partner with the expertise  
and passion for building world-class  
geographic business intelligence applications,  
SRC was the clear choice."

— Experian



"...A targeted sales and advertising  
support solution that provides  
greater operational efficiencies and, in  
return, positively impacts the  
financial bottom line."

— Comcast Spotlight

"With SRC we were able to eliminate  
and move beyond the limitation  
of other solutions..."

— VF Corporation

# The SRC Geographic Business Intelligence Platform

## Technology that Scales and Outperforms to Speedup Business Results

To succeed in today's rapidly evolving global marketplace, companies need technology solutions that enable and deliver information convergence across all IT assets and business practices. To capture tomorrow's opportunities, businesses need fewer, simpler technology solutions that leverage more of their information infrastructure. Delivering high-performance, scalable, and flexible analytical enhancements to your enterprise is how SRC defines *convergence* in terms of *results*.

SRC's Geographic Business Intelligence Platform has the necessary speed, power and extensibility to address all of your technology convergence challenges, while delivering personalized solutions that serve your unique needs. This collection of application development tools, high-performance data engines, award-winning datasets, and complete turnkey solutions ensure that every decision maker within your organization can quickly obtain the actionable insight needed to take the lead over the competition.

## Importance of Geographic Business Intelligence

Geography is a component of every business transaction, encompassing where raw materials are found; where products are manufactured and shipped; where products sit on shelves and at which stores; where products are advertised; and where customers are consuming products and services. Geography and spatial analytics bring a more predictive dimension to business process problem solving than many companies realize. The ability to analyze the embedded geographic dimensions of any business process has changed the way top companies plan and execute both their strategic and tactical practices.

## Geocoding Nonspatial Data

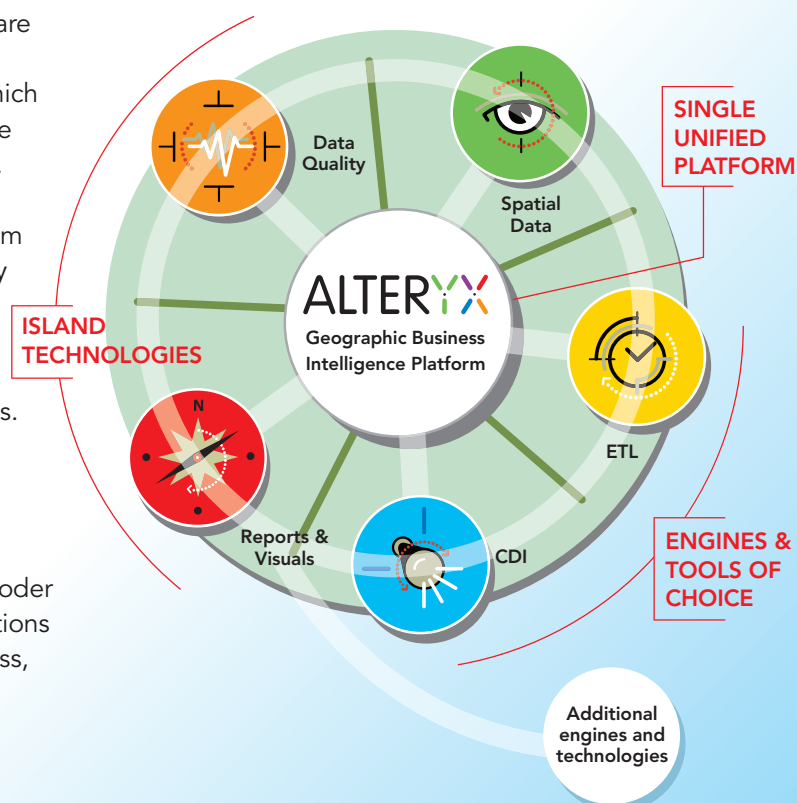
Alteryx's industry-leading, open source geocoder enables the rapid application of geospatial functions on any nonspatial data associated with an address, and allows for the analysis of this data with any spatial data, such as, demographics, customer

profiles, industry statistics, and physical geographies.

Customer Data Integration (CDI) capabilities across an enterprise are greatly enhanced by the ability of Alteryx to spatially process large data files quickly and maximize processing performance without the usual application limitations. Alteryx achieves unmatched performance precisely because it has no built-in limitations—it performs at the maximum processing speeds and data throughput capacity of its host computing hardware.

## Spatial Analytics and Visualization

Plotting proximities and relationships on a map is useful; however, the map is not the only way to view geographic business intelligence relationships. Searching and combining multiple data attributes, from hundreds of millions of records and within massive database files, cannot happen fast, if at all, using the leading mapping solutions. When troubleshooting challenging business processes, tables, charts and graphs frequently deliver more impact and reveal greater spatial insight than maps alone can provide. Alteryx delivers the speed and the visualization capabilities you need to meet these challenges.

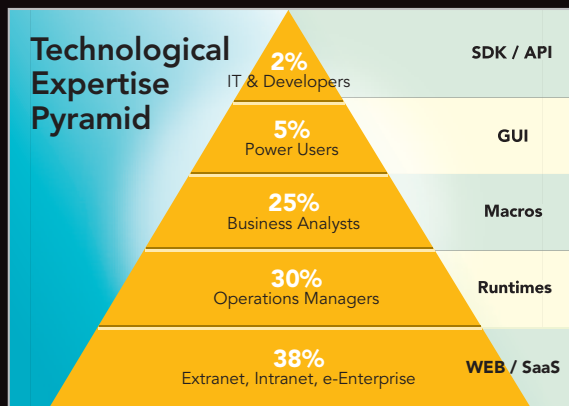


## Eliminating Islands of Technology through Data Independence

Alteryx integrates files, data formats, and query transactions with all leading enterprise database and data type standards, delivering solutions that are data- and country-independent. This feature provides simple, unifying access to all specialized and potentially isolated data environments. A new global freedom from technological constraints ensures that your corporate, market and industry analyses can work with the data you need from any location. SRC delivers datasets for more than thirty countries currently, with the capacity to add proprietary or new datasets easily at any time.

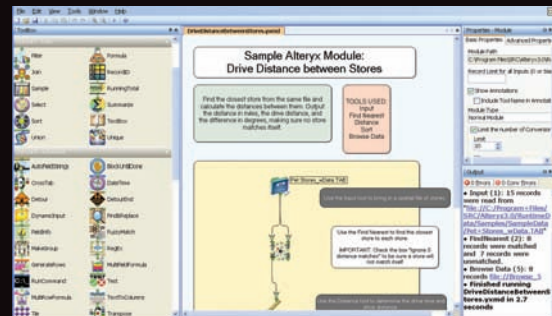
## Right Tools for Developers, Power Users, and Enterprise Management

In order to better address competitive threats and market opportunities, decision-making responsibilities have transitioned from an exclusively top-down hierarchy to broader and often decentralized roles throughout the enterprise. SRC's Geographic Business Intelligence Platform delivers solutions designed to serve an organization's community of technology users at every level of the decision-making pyramid.



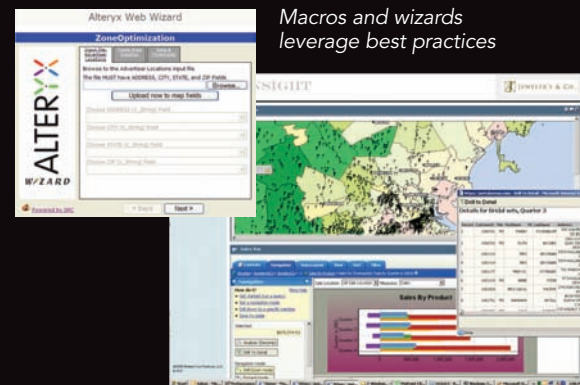
Serving 100% of your user technology requirements  
Source: Forrester Research, Inc.

- High-performance, direct access between our tools and your programs is provided for your internal development efforts through the use of an extensive API (application programmer interface) and an SDK (software development kit)
- A powerful dataflow diagramming GUI (Graphical User Interface) simplifies application development by visually abstracting, and thereby eliminating most of the work in creating database applications



Extensive drag-and-click data application development GUI

- The GUI environment's enhanced ability to leverage, reuse, or make accessible all dataflow models and processes as macros and wizards, whether built by customers or by SRC Professional Services, enables a broader user audience for the same best-practice solutions



Macros and wizards leverage best practices

- Macro and wizard scheduling and runtime or batch program execution are handled using standard interfaces to enable easy automation in any organization
- Web-accessible, interactive wizard and command-line interfaces support Intranet and Extranet software service





190 South Glassell Street, Suite 201

Orange, CA 92866

Phone (714) 516-2400 Fax (714) 516-2410

[info@extendthereach.com](mailto:info@extendthereach.com)

[www.extendthereach.com](http://www.extendthereach.com)