

S P E C T R A M A P

You can now use **Spectramap**[®] to extract important insights from your spreadsheets that will help solve your business problems.

Spectramap is a real time saver when you have to make a compelling analysis of your customers, products or any other type of data table.

Spectramap is powerful software that is used by marketers, researchers, strategists, controllers, accountants, consultants as well as scientists.

Spectramap is a perfect business intelligence tool. Spectramap translates a data table into a stunning 3-dimensional graphic so you can:

- Detect hidden information in the data.
- Pinpoint products in their markets.
- Observe remarkable contrasts, or, stunning similarities between table items.
- Draw axis between table items as to plot their ratios or differences.
- Mark items by symbol, size or color.
- Group items and color them as well.
- Scale the item size by sum or opposite item.
- Draw time series with smooth lines.
- Many more tools are available for in depth analysis and visualization

Spectramap software supports real time 3D rotation and 2D projection on any windows personal computer but will benefit from graphic acceleration cards like those used for games. You will be amazed by the new perspective that Spectramap has to offer on your business data.

We invite you to read examples of Spectramap on the following pages of this brochure. You can also visit our website www.spectramap.com for more information and examples how to use Spectramap as your business intelligence tool.

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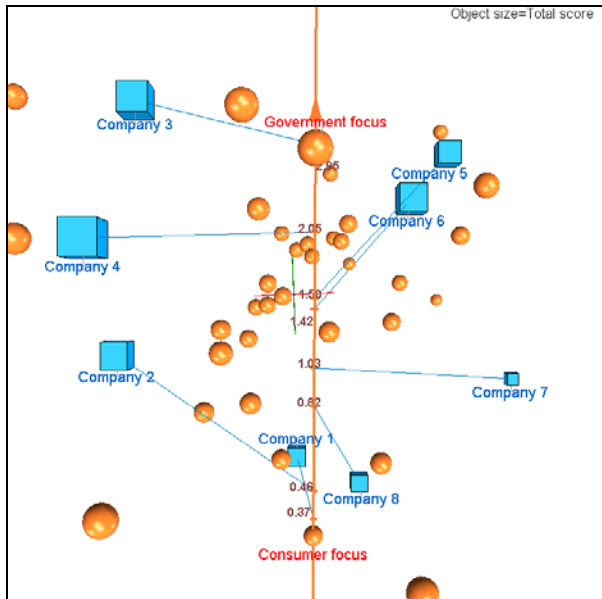
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CORPORATE IMAGE	Company —							
	1	2	3	4	5	6	7	8
Broad product range	185	100	37	49	72	66	193	170
Large enterprise	106	76	84	73	125	113	108	112
Advanced	79	82	120	81	126	105	104	94
Electro-technical	124	119	92	123	66	92	88	118
Trader	113	127	88	158	77	93	80	106
Slim product range	91	166	291	165	77	44	0	26
Good service	114	109	87	96	131	79	106	101
Good staff	101	104	101	115	102	95	88	96
Modern	80	95	110	99	110	105	92	91
Expansive	50	65	102	62	161	132	127	71
Small enterprise	57	263	177	374	0	0	0	27
Authoritarian	98	53	55	60	190	170	88	106
Research	70	78	87	86	125	84	129	108
Multinational	101	60	72	53	125	128	120	98
Good management	65	100	107	84	110	100	119	91
Government focus	63	68	180	115	99	102	127	99
Efficient	85	92	106	105	106	109	85	91
Mass products	141	145	89	68	59	88	111	112
Electronics	73	82	102	74	105	120	90	112
Innovative	77	89	104	108	106	94	102	94
Conservative	165	156	96	123	67	76	67	92
Slow, stiff	127	114	107	145	74	100	70	89
Business to business	79	87	106	125	107	108	73	96
Aggressive	73	56	70	65	187	197	88	78
Profitable	51	97	116	86	124	111	100	86
Tailor made	75	68	137	155	95	95	85	100
Solid	89	116	107	105	97	102	82	99
Price/performance	103	106	108	112	87	97	88	92
Retail focus	103	108	107	112	85	100	77	98
Installation company	49	38	164	192	62	148	88	107
Production company	113	122	106	106	77	100	79	101
Consumer focus	171	147	61	56	66	72	123	121
Dynamic	80	89	96	100	121	105	103	82
Old fashioned	197	254	44	219	31	82	35	129
Versatile	117	102	65	79	69	105	147	122
Arrogant	153	66	34	0	262	319	92	28

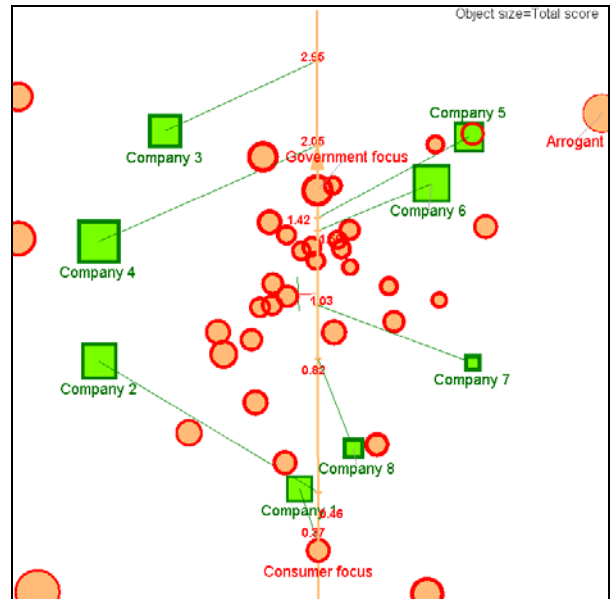
The above table is an example of market research data. This is real life example is made anonymous. We profiled 8 companies through a customer survey. We asked customers to mark each company on 36 aspects related to their image. To visualize all these items in a classic business graph would require the unmanageable number of 1,316 x,y charts (8 and 36 permuted, respectively, over 2 is 56 and 1,260)!

- Instead, with Spectramap, we create a *data space* of this table. We visualize all the information contained in the table using 3 dimensions with this data space (see the figure at the next page).
- Before we discuss this 3D Spectramap Plot in more detail, we have to keep in mind that it is somewhat (but not much) different from the x,y scatter diagram you might already use for data your analysis. Spectramap presents column items (variables) of the table, in this example the **companies**, and the row items (objects), the **topics**, with their own 3D or 2D symbols. We use cubes and squares for the column items and globes and circles for the row items. Moreover, Spectramap allows for many more symbols, for example, to indicate groups within the row and column clusters.
- At first, a Spectramap graph might look a bit surprising. Yet, you can quickly see that each company and each topic has its own unique position. This is for a very good reason. Spectramap computes from the data table the relative position each column item and each row item has compared to the mean distribution of the data.
- Therefore, companies or topics at the center of the graph are closer to the mean of the table than those that are positioned more to the edge of the graph.

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3D Plot with projections to the ratio axis of **government focus** divided by **consumer focus**.



2D Plot with projections to the ratio axis of **government focus** divided by **consumer focus**.

Depth

The Spectramap software allows for the instantaneous observation of the data space in 3 dimensions with the 3D Plot, and in 2 dimensions with the 2D Plot. Naturally, we lose depth in a 2 dimensional (orthogonal) projection of the 3D Data Space. However, Spectramap has its own graphical language as to indicate the depth position of a column or row item. Spectramap uses the outline of the 2D symbols to indicate the depth position. When an object is above the plane of projection

Object Axis

- Any two objects of the same type (variable or object, column or row) can be connected as to draw an object axis between them (see the figures above). Such axes can be scaled in the same manner as with a regular xy scatter plot. Differences and ratios can be computed for any combination of 2 column items or 2 row items. Furthermore, time series data points can be connected with a smooth line. There are many other options available in Spectramap to support your analysis and create cunning graphics.
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