PositionSolve™ Feature Document

	PositionSolve™ v.8.0	Unique to PositionSolve™
Types of Data That Can Be Analyzed		
Preference	✓	
Performance	✓	
Expectation	✓	
Gap data (between expectation and performance)	✓	
Methods To Map/Analyze The Data		
Multiple discriminant analysis	✓	
Factor analysis**	✓	
Multi-dimensional scaling**	✓	
Alternating Least Squares Optimal Scaling (ALSOS)**	✓	
Correspondence analysis**	✓	
Model generation engine: SPSS via OLE automation	✓	✓
Model Generation		
Use a wizard to easily create new models for position anlaysis	✓	
Select/define products	✓	
Select/define attributes	✓	
Select/define segments	✓	
Select how to handle missing data	✓	
Select how to handle outliers	✓	✓
Select discriminant method	✓	✓
Modify technical parameters (F to enter, etc.)	✓	✓
Test general linear model assumptions	✓	✓
Include or exclude significance tests (product, attribute, and function)	✓	✓
Search automatically for best model (test thousands of models automatically)	✓	
Change mapping system	✓	✓
Change dimensions displayed	✓	
Optional control center interface	✓	
Visualization		
Display all position maps with OpenGL 3-D visualization	✓	✓
Rotate in 3-D all charts and graphs	✓	✓
"Free fly" through the maps; record, save, and play back fly-throughs	✓	✓
Map Customization and Display		
Hide or display map elements	✓	
Set lighting model (lights)	✓	✓
Customize color of all map element	✓	
Select any location on map as center of rotation	✓	✓
Rotate or zoom maps by mouse or keyboard input	✓	✓
Option to use 3D text that is visible during rotation	✓	
Show moveable rotation center	✓	
Adjust data series display properties	✓	
Position Analysis Capabilities		
Closest Competitor Analysis		
Select distance measure from Euclidean, E-squared, and Mahalanobis	✓	✓
Output information on report, map, or both	✓	✓
Analyze one product, or multiple products simultaneously	✓	✓

Animate map to show realistic sizes	✓	
Input cutoff by distance or competitors	✓	✓
Attribute Elasticity Analysis		
Customize the products included in maps or reports	✓	✓
Specify the beginning and end of the range for the elasticity lines	✓	✓
Display elasticity vectors in 3-D	✓	✓
Respondent Mapping		
Map respondents to visually evaluate response to products	✓	✓
Overlay information using standard deviation, percentile, or quartile	✓	✓
Overlay respondent clouds with convex hulls	✓	✓
Customize map overlays for percent included, attributes, rotation, and sublines	✓	✓
Show respondents by segments	✓	✓
Customize the products included in maps or reports	✓	✓
Contouring		
Visualize the performance and limits of specific products	✓	✓
Include and exclude certain products for contouring	✓	✓
Select specific variables that are used to generate the contours	✓	✓
Modify contour display options: vectors or 3-D solids	✓	✓
Product Repositioning		
Find strategies to reposition products in the market	✓	✓
Visualize product positions on a map, relative to attribute positions	✓	✓
Create multiple new products to determine position strategies	✓	✓
Relocate new products using interactive 3-D click-and-drag interface	✓	✓
Include or omit specific attributes	✓	✓
Customize attribute constraints (minimum and maximum) for each product	✓	✓
Adjust map axis, depth limit, and zoom control	✓	✓
Animate the perceptual map to visually follow the repositioning analysis	✓	✓
Unique report of repositioning strategies created for each new product position	✓	✓
Software Platform		
Visual C++, 32 bit, MFC	✓	
Stingray Objective Grid	✓	
Simulation		
Create products	✓	
Delete products	✓	
**To be implemented 4th quarter of 2003.		