

PCensus Version 10

SUMMARY

PCensus is a one-stop, affordable solution for identifying your best business opportunities. Designed specifically to analyze customers and markets, PCensus enables you to import and integrate your data with demographics for the most accurate market analysis.

OVERVIEW

PCensus 10 introduces the SmartReport Designer, a powerful report generator. Users can create their own compelling, colorful reports that may include charts, maps and dynamic narrative text in addition to the traditional tabular reports.

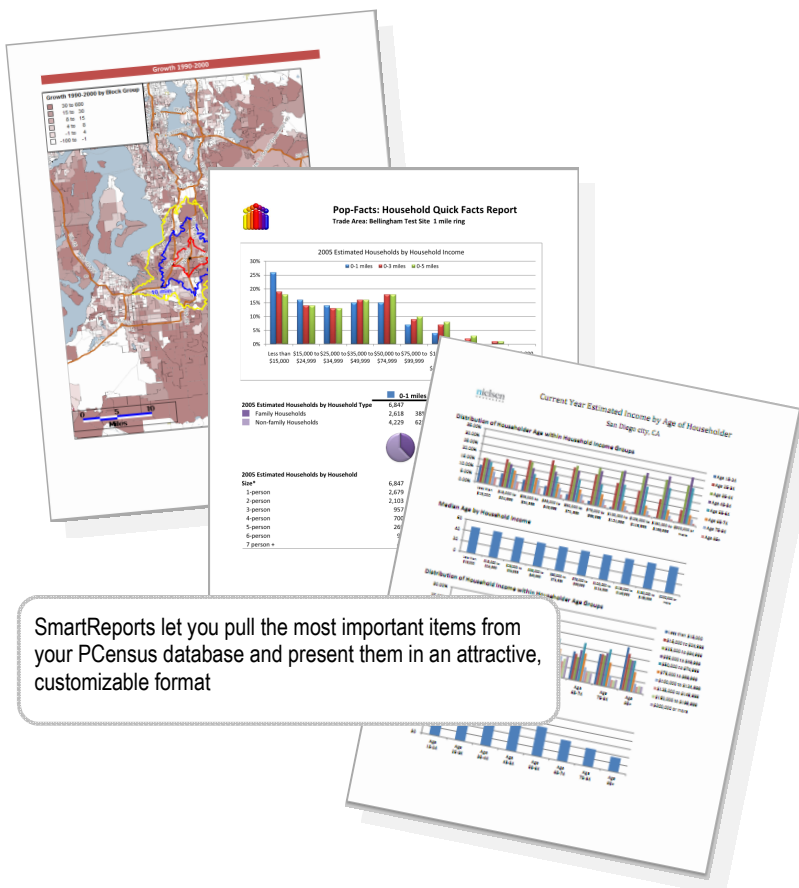
In addition, PCensus 10 adds polygon editing, circle quadrants and a study area repository to store and share all your important projects from one place.

SMARTREPORT DESIGNER

Design Your Own Report

SmartReports are based on Microsoft Excel™ templates, and can be easily created or customized by anyone who has reasonable knowledge of Excel.

PCensus 10 also includes a library of generic “stock” reports for various business applications, and our consultants can assist you in creating new reports specifically tailored to your own needs.



SmartReports let you pull the most important items from your PCensus database and present them in an attractive, customizable format

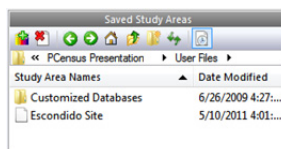
WHY UPGRADE?

- Create better-looking reports in full-color, customizable Excel format with the SmartReport Designer
- Save study area definitions to the new Study Area Repository to share with other users
- Examine NW, NE, SW, SE submarkets within a circle study area with the circle quadrant study area feature
- Modify polygon study area boundaries to see how a change in study area affects demographics in real-time

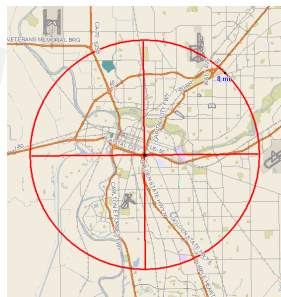
ADDITIONAL NEW FEATURES

New Edit Polygon Study Areas† feature allows you to move vertices and watch as the results change dynamically. See how a change in boundaries affects the overall population characteristics.

†PCensus for MapInfo only



Share and quickly access shared study areas with the **New Study Area Repository**.



New Quadrant Circle Study Areas split the standard circle study area into NW, NE, SW, and SE quadrants to analyze submarkets.

For more information on PCensus 10, visit www.tetrad.com or call 1-800-663-1334

RETHINK DEMOGRAPHICS

