



amily.dataware – Key features

amily.dataware is the data warehouse module of the **amily family** featuring extensive analysis and reporting functionalities. The following features are especially interesting:

- **Automatically generating and distributing standard reports**
Standardized reports available with current data. Reports can be distributed (file-access, e-mail, ftp).
- **Freely definable ad-hoc-queries**
Analysis can be freely created by drop & drag of column and line attributes. All available attributes can be combined as pleased.
- **Extensive and flexible filter definition**
All existing attributes can also be used for definitions and restrictions. By nesting, compounding and combination even the most complex characteristics can be expressed and used for data limitation. Also extensive filters can be saved and combined with other filters.
- **Stack processing**
Free analyses operating in the background can be regulated „ad hoc“ as well as time-specifically. The analysis is then carried out on the data base server. No connection to the client's personal computer is necessary. Analyses can be created for a regular period; the updated events are then carried out automatically at the given time.
- **Analysis of multiple data stocks (business volume, customer habits, data relevant to market)**
Different data stocks can be filed parallel to each other. Different views on the same data facilitate accessing the wanted analysis.
- **Evaluation of S&P-data, Focus, adscope etc.**
Marketing analysis companies like AC Nielsen, Focus or adscope offer information to the entire advertising market. This data can also be analyzed. By linking advertising research data with the own **amily** customer data, combined evaluations are possible.

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- Revenue Management
- User Rights Management



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- **Revenue Management**
Various graphically supported evaluations support concepts for optimization of offers and revenue.
- **User rights management**
Access to individual analysis and report areas is regulated via the integrated user rights management. Users can be given the right to file and make visible write-protected filters and analyses for all other users.

Address:

d'accord broadcasting
solutions gmbh

Gertigstraße 28
D-22303 Hamburg

Fon: +49 (0)40-278 14 - 0
Fax: +49 (0)40-278 14 - 210
Mail: contact@daccord.net