

Roy Morgan  
— Research —

# ASTEROID5

AWARD WINNING DATA ANALYSIS SOFTWARE



SHARING KNOWLEDGE

*Discover your edge*



# EXPLORE YOUR DATA EFFORTLESSLY... IN AN INSTANT!

Do you have time to waste searching for and analysing data?

If you don't, ASTEROID with ASTEROIDSearch is the answer. It is a gold standard in the management and analysis of data. We are an AS/NZS ISO 9001 Accredited company.

Looking for KPI's (Key Performance Indicator's) for specific industries or from research you have previously done?

Find the data set you wish to analyse and set up your enquiries the way you wish.

ASTEROID, with ASTEROIDSearch, is a desk top tabulations package where the emphasis is on meeting your analysis needs. Let ASTEROID do the hard work for you.

Cost effectively maximise the benefit of your available data.

Become part of the ASTEROID user group, we listen to your suggestions on how we can continuously improve our product and service.

*This is part of our continuous improvement program.*

## EASY TO USE

- Minimal training required, easy to use.
- Intuitively interrogate the data through comprehensively labelled menus.
- Gain the analysis you require before your next thought.
- Save ASTEROID tasks into "folders" for later recall.
- "Champion the data" by being innovative about your analysis.
- Share the results quickly and easily with other interested parties.

## THE BENEFITS

- Go beyond the barriers of standard tables.
- Develop hypotheses for checking.
- Create a strategic story and develop tactical actions with "live" data.
- Take your stakeholders through the "real" story.
- Let us help you gain the "maximum" out of your data.

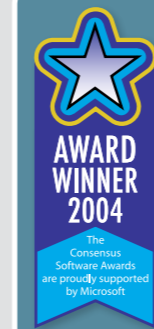
## APPLICATIONS

- Look for population or market penetration statistics.
- Monitor KPI's (Key performance Indicators) at the touch of a button.
- Create executive summaries for loyalty, market share, penetration, awareness etc.
- Look for creative opportunities and develop alternative concepts.
- Develop and check hypothesis.
- View the data using flexible two and three way tables.
- Profile as descriptively as you can key target and reference groups.
- Powerful graphical presentation of the facts.
- Interchange the results with other software and report applications.
- Weight the data to represent your target population or reference sets.
- Customise the database and filter the data in a way most meaningful to the required analysis.
- Explore the statistical reliability of results.

Clear and colourful chart printouts in an instant!



Award Winning Data Analysis Software



## ENHANCED ANALYSIS

- An "automatic interaction detector" (AID) allows you to segment your market.
- Correspondence analysis assists in identifying correlation between different descriptors.
- Profiler helps to define your market.
- Significance test your results.

## PERFORMANCE AND NETWORKING

- Large and small data sets are easily managed.
- Drag and drop functionality.
- Traceback function minimises searching through data menus.
- Bookmarking allows easy access to commonly used variables.
- Question text definition.
- ASTEROID can be stand-alone or networked with installation fully automated.
- Highly compressed database files.
- No special hardware required.
- Runs on Windows 2000, XP Vista and Windows 7.

## ADVANCED SECURITY

- ASTEROID is a closed system where the database files are read-only and all databases are encrypted this ensures the security of the data.
- Access can be limited on needs to know basis.

Visit the online demonstration at [www.roymorgan.com/asteroid/demo.html](http://www.roymorgan.com/asteroid/demo.html)

## ASTEROIDSEARCH

*Searching couldn't be simpler.*

- ASTEROIDSearch is the search engine for ASTEROID. Simply enter a word, or description of your search criteria, and the data will be found.
- You can search single databases or across multiple databases and view all the variables within your search criteria.
- ASTEROIDSearch will not only tell you what is in your database but will also deliver topline information.
- On viewing the topline information from your search result you can "launch" ASTEROID for in-depth analysis of the data.

"The Search Engine that puts the facts at your fingertips in your own browser."



ASTEROIDSearch is powered by WebWombat Search Technology. Like Roy Morgan Research, WebWombat is 100% Australian owned and has been operating an Internet search engine since 1994.



# How EASY is it for me to gain access to ASTEROID so that I can explore my own data?

## ASTEROID *Database Building*

- We can build your database or you can licence to do it yourself
- No special hardware is required.
- Raw data input can be ASCII, card image, SPSS or Triple-S transfer files.
- Minimal impact on technical resources.

## ASTEROID *Licensing of Build Software*

### - Option 1 -

- You supply your database with all supporting documentation and the Roy Morgan Solutions Bureau will build ASTEROID.
- The Roy Morgan Solutions Bureau is separate from other Company services and hence full confidentiality is assured.
- You define your needs and we will provide a quotation.

### - Option 2 -

- We will provide you with a "build software" license and all of the necessary logistical support to allow you to do the work in-house.
- A universal system which will provide common analysis across all your databases, hence you and your analysts do not need to learn a multitude of packages.
- Simple to use.
- An ASTEROID Build Licensing agreement that is tailor designed to meet your volumes and specific requirements.
- Help on the end of the phone.
- Professional consultancy on how you can gain increased benefits from current and future databases.
- The opportunity to become part of the worldwide ASTEROID user group.

## ASTEROID *Tailored for You*

- Apply the power of ASTEROID across your analysis needs.
- No restriction on the number of people who can use the system.
- A closed system which ensures confidentiality of data.

## ASTEROID *Licensing of User Software*

- Licensing of user software is included in the cost of database building.
- There are no licences, royalties or paperwork.
- ASTEROID can be on anyone's desk.
- We train you and we help you.
- You are part of the ASTEROID user group and you receive system updates as part of your license.

## GET STARTED

- Link, register and download our latest software and training guides.  
[http:// www.asteroidsoftware.com/downloads](http://www.asteroidsoftware.com/downloads)

## APPLICATIONS CONSULTANCY

- We provide statistical, model building, geographic mapping and interpretive consultancy to ensure you gain the maximum out of your data be it strategic interpretation, pinpointing target markets or resolving an issue.

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