

introduces Ruby



Advanced Cross Tabulation, Time Series and Analysis

seamless integration of tables and charts
point-and-click, drag-and-drop interactivity
true date handling for longitudinal studies
import and export (including SPSS, Surveycraft, SSS)
unlimited variables, huge data sets
single, multi, hierarchic or mixed data types
data and job management, diagnostics
auto-update customised PowerPoint slide shows
export to MS Office
optional scripting and customisation
speed, power, capacity, flexibility
LAN, WAN, internet, or stand-alone

About Red Centre Software and Ruby

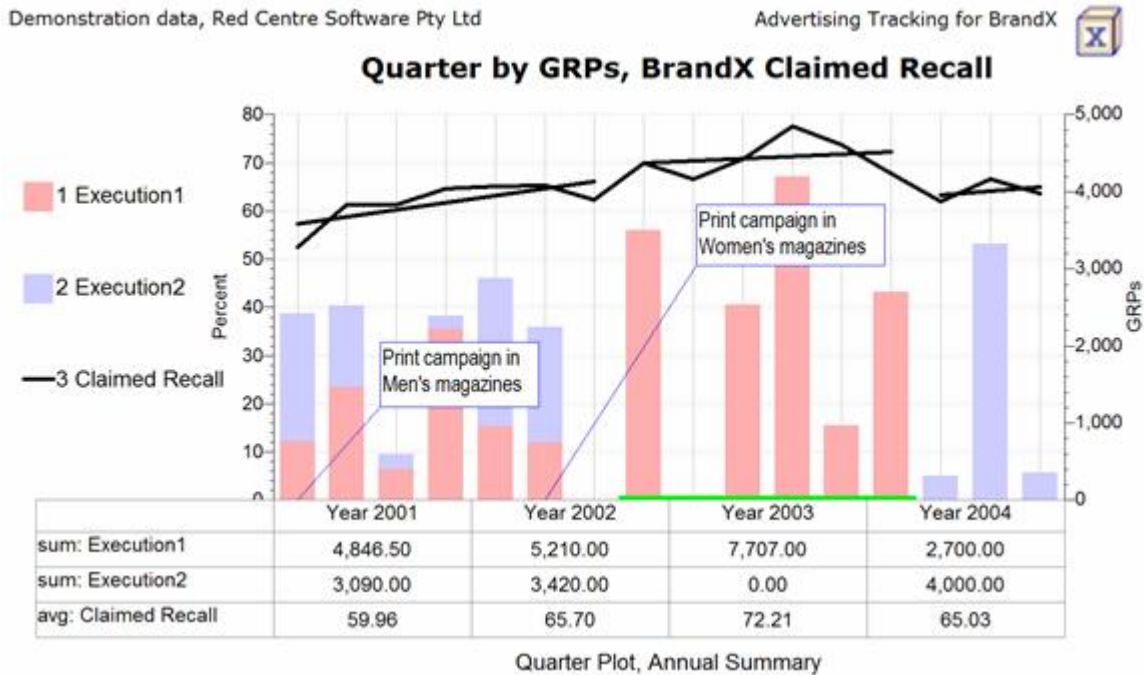
Red Centre Software develops applications for the processing, analysis and presentation of numeric or coded data, and provides associated consultancy, training and support. Our core product, Ruby, is a feature-rich and highly interactive graphical cross tabulator with true date handling for time series analysis and longitudinal studies.

Ruby is designed for researchers, analysts and academics in areas including market research, social and other surveys, business intelligence, text analysis, science and finance. Ruby handles unlimited complexity and change in ways which are intuitive and as simple as possible, while never compromising power and flexibility.

Ruby is presently being used at sites across Asia Pacific, the Americas and Europe.

Ruby in Action

Ruby provides total job management from the point of clean source data through to final presentations. This includes all case data processing, and all operations required to deliver anything from low level reports to top-line analytics, either interactively or automatically.

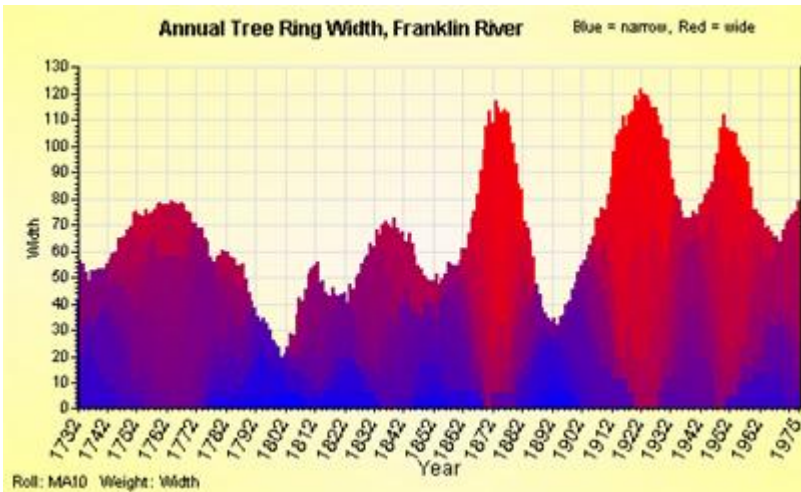


This chart shows percentaged survey data for Claimed Recall for BrandX against external data for Gross Rating Points. The resolution is quarterly, with annual sums for GRPs and annual average percentage for Claimed Recall. Piece-wise trending isolates Execution 1 for 2002 Qrt3 to 2004 Qrt1. Date-linked call-outs advise of additional advertising in the print media.

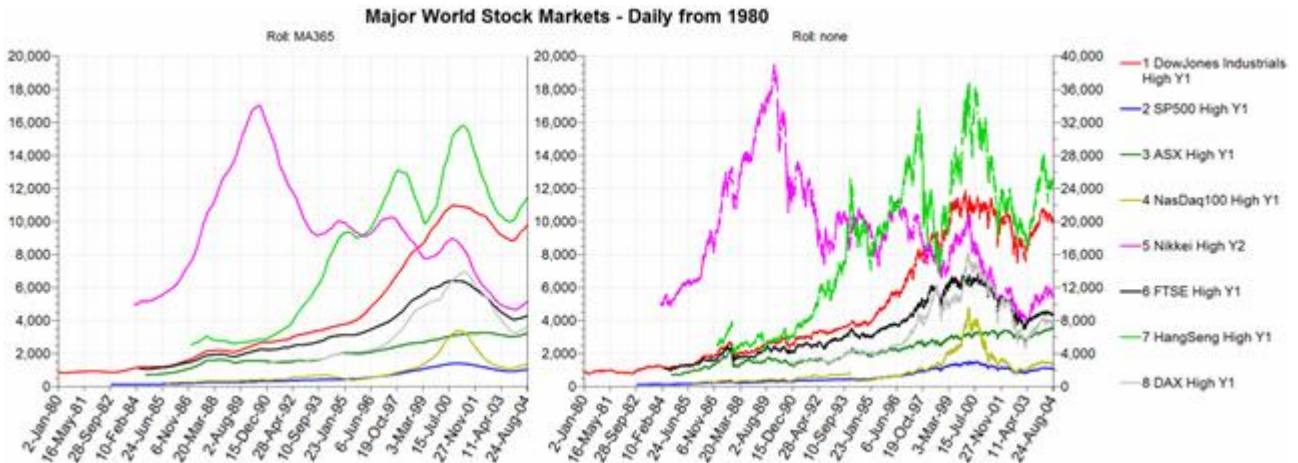
Frequencies Column Percents Row Percents		Gender				North			South		
		Gender				Gender			Gender		
		Cases	Male	Female	Total	Cases	Male	Female	Cases	Male	Female
Buy Regularly	Cases	21,413	4,985	5,015	10,000.	10,821	2,542	2,524	10,592	2,443	2,491
			23%	23%	47%		23%	23%		23%	24%
	BrandX	9,233	4,615	4,618	9,233.0	4,668	2,347	2,321	4,565	2,268	2,297
		43%	93%	92%	92%	43%	92%	92%	43%	93%	92%
			50%	50%	100%		50%	50%		50%	50%
	BrandY	5,659	2,787	2,872	5,659.0	2,824	1,399	1,425	2,835	1,388	1,447
		26%	56%	57%	57%	26%	55%	56%	27%	57%	58%
			49%	51%	100%		50%	50%		49%	51%
	BrandZ	6,521	3,301	3,220	6,521.0	3,329	1,667	1,662	3,192	1,634	1,558
		30%	66%	64%	65%	31%	66%	66%	30%	67%	63%
			51%	49%	100%		50%	50%		51%	49%

This table shows a multi-response variable on the side, with the single-response Gender on top, both unfiltered and filtered to the regions North and South. Row and column percents are calculated simultaneously on the number of brands (21,413) and the number of purchasers (10,000), showing that 92% of respondents buy BrandX 43% of the time, etc, and that differences across Gender and Region are negligible.

Scientific, Financial, Text



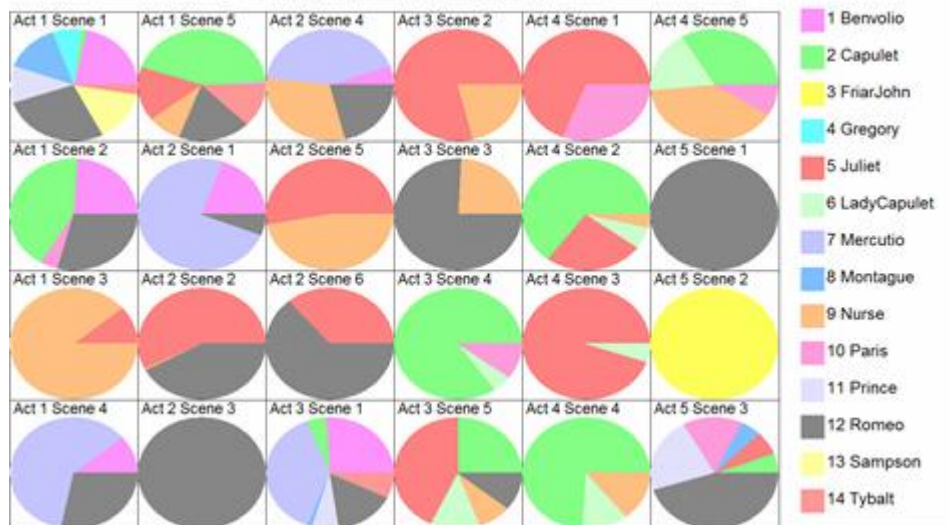
A spectral plot of annualised tree ring widths on a ten year moving average. Wide years, high amplitude red, indicate optimal growing conditions. Low amplitude blues indicate stress periods.



Smoothed (365 day moving average) and unsmoothed daily indices. Although the different indices are out of field at different times, they can still be uniformly plotted.

Romeo and Juliet

Share of Speech per Scene



Multi-pie chart showing the proportional distribution of words across all of the main characters in each scene of Romeo and Juliet.

Major features and functions include

- Create complex multi-layered tables with just a few mouse clicks, such as Behaviour within Age within Gender within Region
- Cross tabulate and chart external data such as GRPs or warehouse withdrawals or financial indices or temperatures against survey variables
- Manipulate rows and columns arithmetically and statistically in many ways
- Independently specify the variable, code, matrix expression, weight and/or filter for each row and column
- Reorganise or hide or remove or add rows and columns at any time
- Analyse either graphically or numerically
- Slice, dice and drill by interactive filtering
- Dynamically interact with generated reports by summing rows or columns, showing/hiding frequencies, sorting on any key, re-percentageing on different bases, even basing one table on a row or column of another table altogether
- Handle time series data from daily through to yearly and beyond, with full recognition of the real calendar at every point for intelligent handling of out-of-field
- Interactively or conditionally select periods for statistical comparisons against benchmarks or for piecewise linear regressions
- Select different rolling algorithms for control over roll-ins and out-of-field periods
- Access an in-built Events/Attachments data base which allows any type of file (multi media, graphics, AV, spreadsheets, live web links etc) to be attached to any code of any variable, such as advertising executions to a week code, pack shots to a brand code, or anything else you like
- Import from SSS, Quantum, any card image, Surveycraft, SPSS, SAS, RDBs, etc
- Create and apply your own weighting matrices at will
- Process millions of cases in a few seconds
- Handle an unlimited number of variables and codes
- Use any type of data - categorical, quantitative, single-response, multi-response, incremented, hierarchic, textual, or any mix thereof
- Create new variables by mapping or constructing codes under any mix of Boolean or arithmetical conditions, including new hierarchic variables to any depth and with any number of nodes
- Handle tens of thousands of plottable points (eg daily from 1950) as easily as 52 weeks
- Do the sorts of things you would otherwise have to specify in Quantum or Surveycraft or SPSS, but using a Windows GUI instead of arcane and archaic command syntax
- Export tables and charts to Word/Excel/Powerpoint as data, graphics or as recreated MSGraphs
- Automatic updates for continuous tracking jobs, including tailored PowerPoint slide shows
- Produce presentation quality tables and charts, with full user control over fonts and layout
- Organise all your related documents (Word, PowerPoint, web pages etc) as part of the job, editable, and accessed and viewed from the Table of Contents
- Use VBScript or JavaScript to automate complex or repetitive tasks or to integrate inputs and outputs with other applications
- Work in any combination of local, LAN, WAN or internet

Contact Us

For more information, or to request a live online demonstration from anywhere in the world, please see contact information at www.redcentresoftware.com.