

Eaagle Full Text Mapper

Text and data mining software to people overloaded with data and with limited time to work with it. Fast... Objective... Visual...

What do you do with your full text data?

Does your company collect full text data from survey answers, interviews, website feedback, customer relationship databases and other places? How do you analyze this full text data that you have collected?

Many companies invest large sums of money to have this electronic information analyzed manually or avoid capturing full text information all together. Other companies just collect and store the information but do not use it. What do you do?

Regardless of your answer, we can help! Eaagle Full Text Mapper desktop software enables you to **rapidly analyze** large volumes of free-text data, create *on-the-fly* reports and **quickly communicate** findings from survey answers, interviews or other sources. Designed for survey analysts, market researchers, consultants, professionals (marketing, communications, HR, R&D, etc.), professors and students, this **easy-to-use** software will solve your full text data dilemma today!

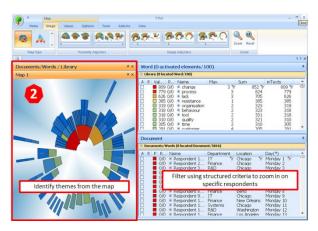
Here is what you can do!

- Start Now Nothing to Prep! read and manipulate full text data easily and quickly no need to index documents, predefine categories, or create taxonomies or lexicons
- Comprehend vast amounts of data within a short amount of time through visualization of data on a single image
- Discover additional, unexpected pieces of information unearth "weak signals" (small pieces of relevant information buried under huge amounts of data that is of no interest to the analyst)
- Communicate data-rich findings on complex information intuitive graphical map interface provides a visual summary of the information in an easy-to-read format
- Generate customized reports create custom report templates consistent with your company standards to use for reporting your data findings

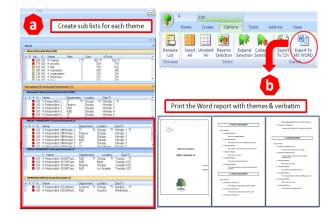
Step 1: Launch FTM directly from Excel to map raw text (no prep time required)

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| Repondent(") | Day(*) | Answer | | | | | | |
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| Respondent 2 | Monday 2 | GPP process not followed, senior management bypass controls | | | and the second second | | | |
| Respondent 3 | Monday 3 | Slow processes, Al internal political games, unclear RFC process | 6 | | + (Pl -) = | | | |
| Respondent 4 | Monday 4 | EICR process - long-winded | 1.00 | - H. () | | | | |
| Respondent 5 | Monday 5 | Poor processes, multiple tool sets, behaviours | 100 | | | | | |
| Respondent 6 | Monday 6 | Poor process requirements, unclear responsibilities, poor company transparer | ncy 📄 | Home | Insert | Page L | .ayout | alas |
| Respondent 7 | Monday 7 | Poor process orientation of peripheral domains must be broken down | | | | | | |
| Respondent 8 | Monday 8 | Poor process optimisation as well as variety of suppliers | | Triviumsoft * | | | - | |
| Respondent 9 | Monday 9 | Make processes progress and implement them. Depielop KRE type tools | | - Inviumsont | | | | |
| Respondent 10 | Monday 10 | Slow processes, obtaining info (REX), non-involvement of hierarchies | | | | _ | S | |
| Respondent 11 | Monday 11 | Tools lack of maturity, task sharing is not respected, neither are organizations | | Map Texts | | | | |
| 1) Res | | el 2007 file with 3 columns: nt ID 2) Date 3) Full text answer | | Map Texts w | vith Properties | | | • |
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Step 2: Explore the map, discover themes and topics, and create verbatim lists for report



Step 3: Generate an MS Word report using identified themes and associated verbatim



Software Requirements

 \bullet Windows XP / Vista / 7 - MS Excel 2003 and MS Word 2003 or later (32 bites). Minimum 2GB RAM (4 GB for Windows 7)

Demo at www.eaagle.com