

The Experts in Consumer Analytics®

QuickTABS® is an excel-based reporting tool that allows easy, logical access and analyzing of customized market or consumer data (e.g. Syndicated Data, Retailer POS, Panel Data).

TABS analysts enhance the item coding your data supplier provides to reflect the way products are marketed, merchandised, or purchased by consumers. This customization means users can assess performance and identify opportunities that are based on reality, surpassing the limits of standard, third-party category definitions.

QUICKTABS® EMPOWERS THE USER TO DRIVE SALES AND REDUCE COST

SALES DRIVING BENEFITS:

- QuickTABS® includes proprietary analytical measures (e.g. Organic Growth, Productivity) that frame your analyses in terms most relevant to your retail customers.
- Retailer-specific category and segment customizations can be provided within a day – no waiting months for changes in hierarchy or database structure.
- Ability to easily evaluate segments within other categories that you compete with for shelf space.

COST REDUCTION BENEFITS:

- Data is structured and formatted for instant analysis – eliminating hours of data manipulation.
- TABS manages all the data coding and loading – users simply open the tool and begin analyzing.
- QuickTABS® runs in Excel, so there is virtually no training required or learning curve ... and because it's in Excel, there aren't any IT compatibility issues.
- There are no licensing fees – everyone who needs a copy gets a copy.
- Data is PC resident, allowing for instant access. No waiting or downloading procedures.

The screenshot displays the QuickTABS software interface. At the top, there are menu options like 'Home', 'Reports', 'Tools', and 'Help'. Below this, a 'QuickTABS Productivity Table' is visible, showing various metrics for different categories. The main part of the screenshot shows a 'QuickTABS Sales Table' with columns for 'SEGMENT', '\$ YTD Qtr', '\$ PP Qtr', '\$ CURR Qtr', '\$ Str. YTD Qtr', '\$ Str. PP Qtr', '\$ Str. CURR Qtr', '\$ % Chg YTD', and '\$ % Chg PP'. The table lists segments such as ADULT TAINT, LETTER VITAMIN, SPECIALTY SUPP, JOINT RELIEF, CALCIUM, HERBAL SUPP, CHILD NUTR, MINERAL, and WOMEN NUTR. A 'Grand Total' row is at the bottom. To the right of the sales table, there are filters for 'PERIOD ENDING 12/31/2006' and 'VEICOR GROUP'. The interface also includes a 'TABS' logo and navigation buttons like 'View Month', 'View Half', 'View Year', 'Print Report', and 'Export Report'.

SEGMENT	\$ YTD Qtr	\$ PP Qtr	\$ CURR Qtr	\$ Str. YTD Qtr	\$ Str. PP Qtr	\$ Str. CURR Qtr	\$ % Chg YTD	\$ % Chg PP
ADULT TAINT	\$136,892,875	\$134,832,105	\$133,725,624	26.3%	26.3%	26.4%	-1%	-1%
LETTER VITAMIN	\$84,212,416	\$75,979,854	\$86,000,655	18.3%	14.8%	16.4%	2%	13%
SPECIALTY SUPP	\$82,276,284	\$74,808,411	\$77,558,329	13.0%	14.4%	14.8%	10%	4%
JOINT RELIEF	\$76,837,310	\$73,234,657	\$74,665,524	14.8%	14.3%	14.2%	1%	2%
CALCIUM	\$57,895,625	\$57,818,058	\$64,367,054	11.2%	11.3%	10.7%	-1%	-3%
HERBAL SUPP	\$37,658,441	\$33,045,241	\$35,208,721	7.3%	6.5%	6.7%	4%	7%
CHILD NUTR	\$23,598,329	\$23,364,709	\$24,465,231	4.5%	4.7%	4.7%	0%	2%
MINERAL	\$22,812,214	\$23,698,630	\$24,059,714	4.4%	4.4%	4.6%	1%	2%
WOMEN NUTR	\$14,267,723	\$14,821,645	\$13,343,614	2.7%	2.9%	2.5%	-6%	-10%
Grand Total	\$517,550,318	\$510,221,169	\$525,525,489	100.0%	100.0%	100.0%	2%	3%