



Release Notes MarketingTracker 4 release 3.0

January 2008

During the previous years we introduced new versions of the software with so-called “minor” changes. MarketingTracker 4 version 3.0 is a so called “major” release, which means that a number of major enhancements are implemented in the software.

This document describes a number of these enhancements.

MarketingTracker

Charting.

We implemented a complete new charting software component in MarketingTracker, with much better and up to date chart looks. The new component has an Excel-like user interface, which provides the user with a far better control of the individual chart properties. Color-selection for individual series, objects, fonts and backgrounds. Controlling fonts of all titles, datapoints and labels. Better scaling of Y- and X-axis. Mouse-over effects, etc etc.

The new charting component is optimized for retaining a good layout when the chart is resized.

In this new version all the chart types of the former versions are still available. The new component will enable us to bring you additional charting options in the near future.

Dashboarding

One of the major reasons for implementing the new charting component was better support for design and presentation of dashboards.

Additionally, new functionality was implemented in MarketingTracker which facilitates dashboard design. The new ‘copy formatting’ function for dashboard elements (e.g. charts, tables) will help you to create dashboards faster and in a consistent style. The new productivity functions also provide for the creation and use of a kind of dashboard templates.

New features enable you to apply changes to tables and charts directly in the dashboard design mode. In older versions you had to close the dashboard, make the changes in the view, save it and reopen the dashboard.

Also, dashboard formatting is now tied to the view. This means that a format change in a table or chart will reflect in all dashboards in which the table/chart is used. In older versions the formatting was tied to the dashboard, meaning you could apply different formatting to a view on different dashboards.



Other options like automatically fitting column width and row height of a table to the allocated space on a dashboard, snap to grid and more makes dashboard designing a lot easier and faster.

Automatic conversion of charts and dashboards.

Chart and dashboard conversion from earlier versions is automatic. Chart formatting (type and style) is preserved.

Create filters.

We added a powerful new selection feature, called 'filters' to MarketingTracker. Filters enable you to create ranking and exception reporting that updates with your viewpoint. Say, you create a filter to select the top 10 accounts based on sales. When you page through your products, the top 10 will be dynamically updated for the current product.

MarketingTracker Viewer.

Published Dashboards in MT Viewer

MarketingTracker Viewer has been enhanced to support the viewing of published dashboards. Just like publishing a complete briefing book, a complete dashboard catalogue can be published and viewed in MarketingTracker Viewer.

Selector in MT Viewer

MarketingTracker Viewer now contains a Selector. You can select or deselect dimension items in published views.

With these enhancements, MarketingTracker viewer has become a real "light" MarketingTracker.