

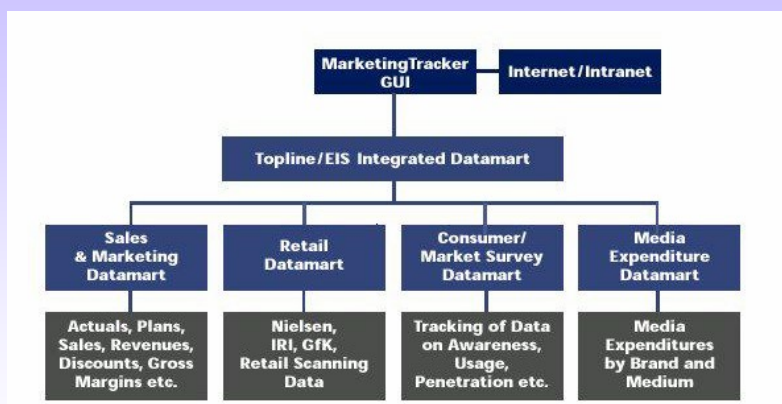
TopLine Modeler

Integrating Datamarts within MarketingTracker



Ready for Oracle Express/10g OLAP

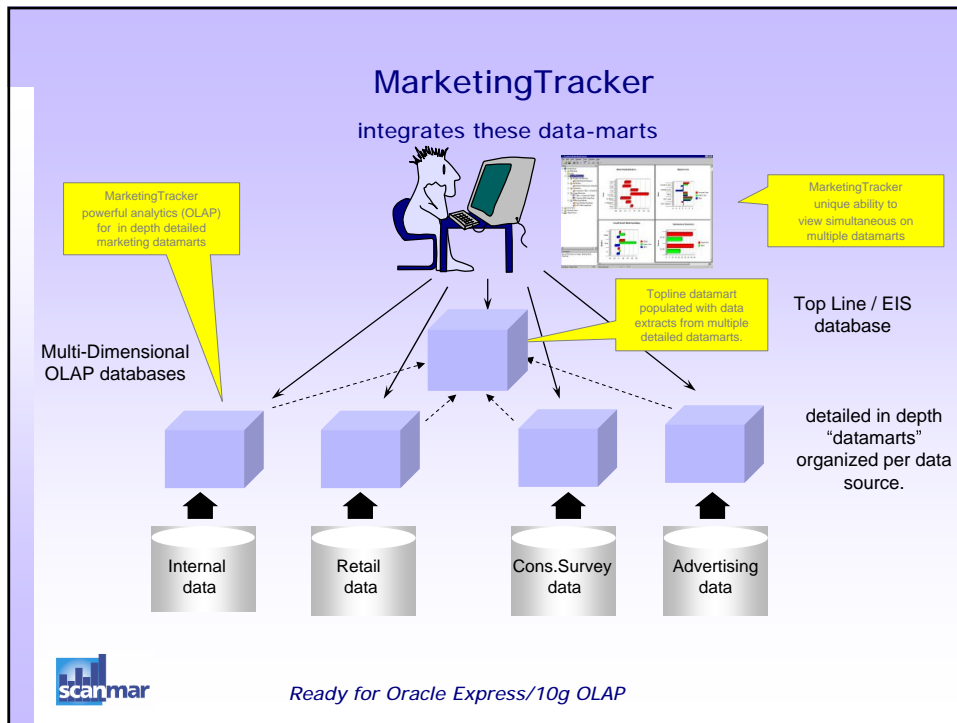
Scanmar TopLine Designer



OLAP marketing datawarehouse, datamarts en MarketingTracker



Ready for Oracle Express/10g OLAP



Why TopLine Modeler

In general, relating KPI s over different data sources is relevant at more aggregated level.

Although mapping data at low (detailed SKU) level is technical possible (with thousands of SKU s), it s more relevant to use this mechanism selective for e.g. tracking individual promotions.

scanmar

Ready for Oracle Express/10g OLAP

TopLineModeler

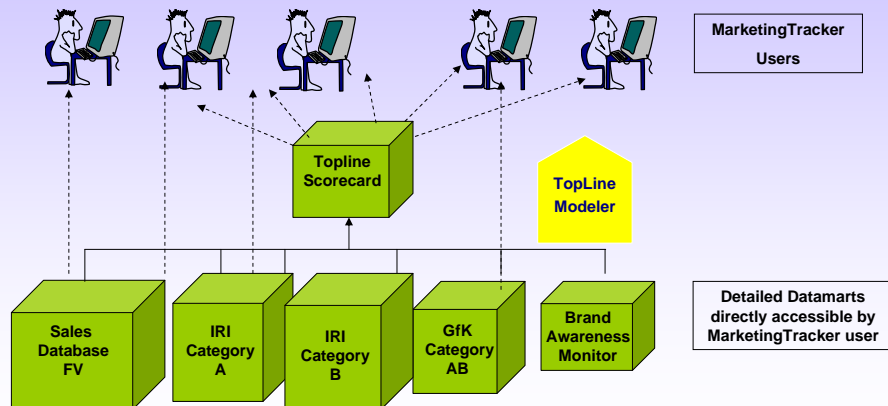
a template/menu driven application for merging information from different data marts (data sources) into a single topline datamart.

1. Create a new (topline) datacube, measures, dimensions.
2. Map dimensions from different MT datamarts to a common (or more hierarchical) dimension in topline datamart. Including new aggregations.
3. Takes care of synchronization of different time dimensions.
4. Full periodic and batch maintenance.
5. Ends up with a complete MT datamart, which can be treated as any other MT datamart. (reporting, custom measures, custom aggregates etc)



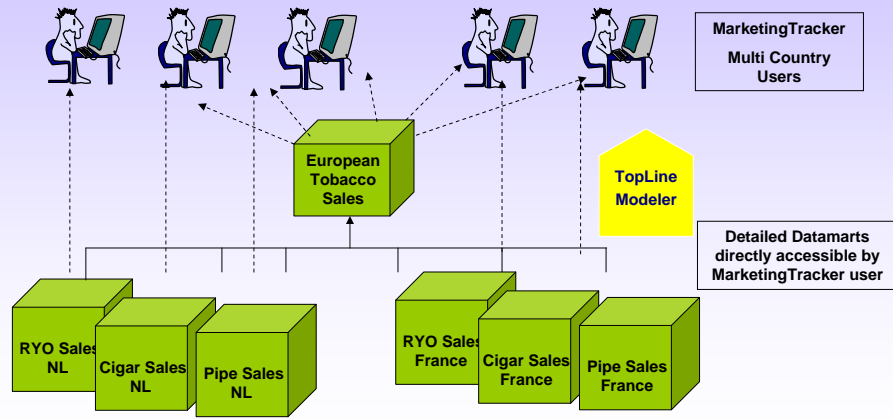
Ready for Oracle Express/10g OLAP

Integrating multiple-source data



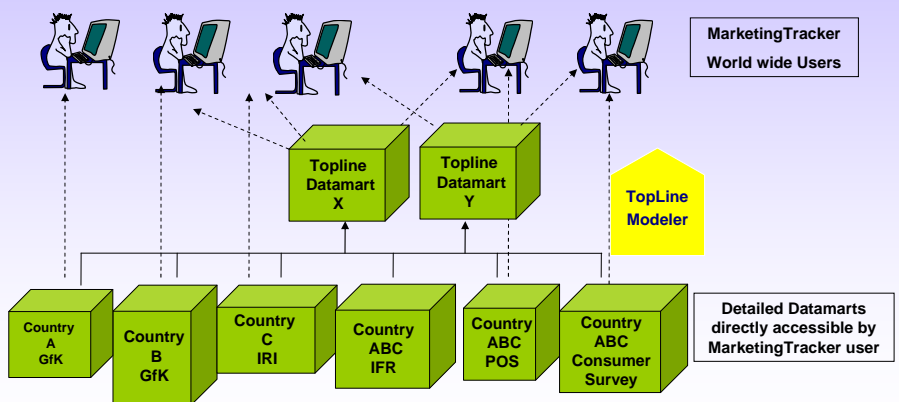
Ready for Oracle Express/10g OLAP

Integrating multiple-country data



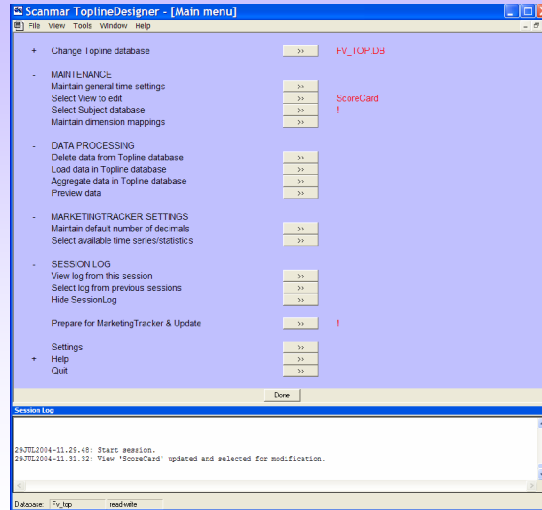
Ready for Oracle Express/10g OLAP

Integrating multiple-country multiple-source data



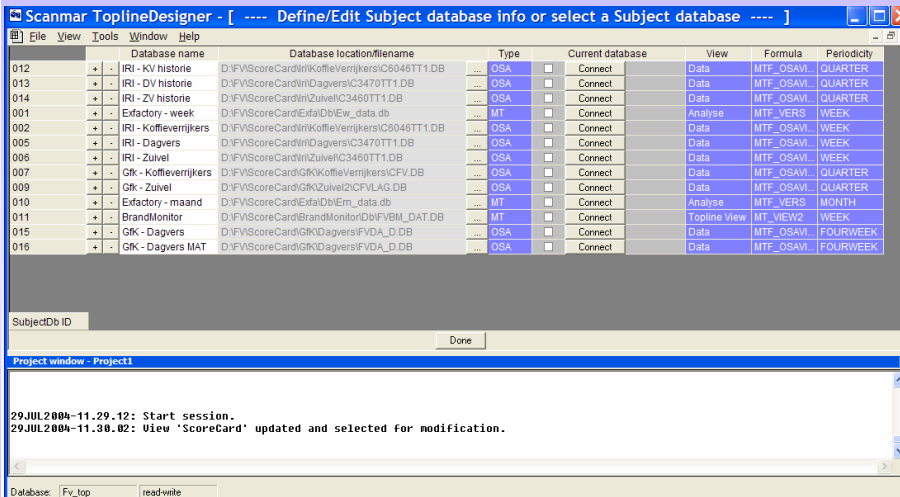
Ready for Oracle Express/10g OLAP

TopLine Modeler Main Menu



Ready for Oracle Express/10g OLAP

Datamarts to join in Topline Datamart



Ready for Oracle Express/10g OLAP

Dimensions to map

Dimension mapping

View: ScoreCard

TIME dimension: TIME - Time

DIM1 dimension: Product

DIM2 dimension: Market

DIM3 dimension:

FACTS dimension:

Project window - Project1

29.JUL.2004-11.29.12: Start session.
 29.JUL.2004-11.30.02: View 'ScoreCard' updated and selected for modification.
 29.JUL.2004-11.31.03: Database D:\FU\SCORECARD\IRI\DAQVERS\C347\OT11.DB (IRI - Daqvers) c

Database: C34701 read-only



Ready for Oracle Express/10g OLAP

Automatic Time Synchronization

	Week	Week53	TwoWeek	FourWeek	Month	TwoMonth	OddMonth	Quarter	Trimester	HalfYear	Year
30DEC2001	W01 2002	W01 2002	W01-02 2002	P01 2002	DEC2001	NOV-DEC2001	DEC-JAN2002	Q4 2001	T3 2001	JUL-DEC2001	2001
31DEC2001	W01 2002	W01 2002	W01-02 2002	P01 2002	DEC2001	NOV-DEC2001	DEC-JAN2002	Q4 2001	T3 2001	JUL-DEC2001	2001
01JAN2002	W01 2002	W01 2002	W01-02 2002	P01 2002	JAN2002	JAN-FEB2002	DEC-JAN2002	Q1 2002	T1 2002	JAN-JUN2002	2002
02JAN2002	W01 2002	W01 2002	W01-02 2002	P01 2002	JAN2002	JAN-FEB2002	DEC-JAN2002	Q1 2002	T1 2002	JAN-JUN2002	2002
03JAN2002	W01 2002	W01 2002	W01-02 2002	P01 2002	JAN2002	JAN-FEB2002	DEC-JAN2002	Q1 2002	T1 2002	JAN-JUN2002	2002
04JAN2002	W01 2002	W01 2002	W01-02 2002	P01 2002	JAN2002	JAN-FEB2002	DEC-JAN2002	Q1 2002	T1 2002	JAN-JUN2002	2002
05JAN2002	W01 2002	W01 2002	W01-02 2002	P01 2002	JAN2002	JAN-FEB2002	DEC-JAN2002	Q1 2002	T1 2002	JAN-JUN2002	2002
06JAN2002	W02 2002	W02 2002	W01-02 2002	P01 2002	JAN2002	JAN-FEB2002	DEC-JAN2002	Q1 2002	T1 2002	JAN-JUN2002	2002
07JAN2002	W02 2002	W02 2002	W01-02 2002	P01 2002	JAN2002	JAN-FEB2002	DEC-JAN2002	Q1 2002	T1 2002	JAN-JUN2002	2002
08JAN2002	W02 2002	W02 2002	W01-02 2002	P01 2002	JAN2002	JAN-FEB2002	DEC-JAN2002	Q1 2002	T1 2002	JAN-JUN2002	2002
09JAN2002	W02 2002	W02 2002	W01-02 2002	P01 2002	JAN2002	JAN-FEB2002	DEC-JAN2002	Q1 2002	T1 2002	JAN-JUN2002	2002
10JAN2002	W02 2002	W02 2002	W01-02 2002	P01 2002	JAN2002	JAN-FEB2002	DEC-JAN2002	Q1 2002	T1 2002	JAN-JUN2002	2002
11JAN2002	W02 2002	W02 2002	W01-02 2002	P01 2002	JAN2002	JAN-FEB2002	DEC-JAN2002	Q1 2002	T1 2002	JAN-JUN2002	2002
12JAN2002	W02 2002	W02 2002	W01-02 2002	P01 2002	JAN2002	JAN-FEB2002	DEC-JAN2002	Q1 2002	T1 2002	JAN-JUN2002	2002
13JAN2002	W03 2002	W03 2002	W03-04 2002	P01 2002	JAN2002	JAN-FEB2002	DEC-JAN2002	Q1 2002	T1 2002	JAN-JUN2002	2002
14JAN2002	W03 2002	W03 2002	W03-04 2002	P01 2002	JAN2002	JAN-FEB2002	DEC-JAN2002	Q1 2002	T1 2002	JAN-JUN2002	2002
15JAN2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002
16JAN2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002
17JAN2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002
18JAN2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002
19JAN2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002	W03 2002
20JAN2002	W04 2002	W04 2002	W04 2002	W04 2002	W04 2002	W04 2002	W04 2002	W04 2002	W04 2002	W04 2002	W04 2002
21JAN2002	W04 2002	W04 2002	W04 2002	W04 2002	W04 2002	W04 2002	W04 2002	W04 2002	W04 2002	W04 2002	W04 2002
22JAN2002	W04 2002	W04 2002	W03-04 2002	P01 2002	JAN2002	JAN-FEB2002	DEC-JAN2002	Q1 2002	T1 2002	JAN-JUN2002	2002
23JAN2002	W04 2002	W04 2002	W03-04 2002	P01 2002	JAN2002	JAN-FEB2002	DEC-JAN2002	Q1 2002	T1 2002	JAN-JUN2002	2002
24JAN2002	W04 2002	W04 2002	W03-04 2002	P01 2002	JAN2002	JAN-FEB2002	DEC-JAN2002	Q1 2002	T1 2002	JAN-JUN2002	2002
25JAN2002	W04 2002	W04 2002	W03-04 2002	P01 2002	JAN2002	JAN-FEB2002	DEC-JAN2002	Q1 2002	T1 2002	JAN-JUN2002	2002
26JAN2002	W04 2002	W04 2002	W03-04 2002	P01 2002	JAN2002	JAN-FEB2002	DEC-JAN2002	Q1 2002	T1 2002	JAN-JUN2002	2002
27JAN2002	W05 2002	W05 2002	W05-06 2002	P02 2002	JAN2002	JAN-FEB2002	DEC-JAN2002	Q1 2002	T1 2002	JAN-JUN2002	2002
28JAN2002	W05 2002	W05 2002	W05-06 2002	P02 2002	JAN2002	JAN-FEB2002	DEC-JAN2002	Q1 2002	T1 2002	JAN-JUN2002	2002
29JAN2002	W05 2002	W05 2002	W05-06 2002	P02 2002	JAN2002	JAN-FEB2002	DEC-JAN2002	Q1 2002	T1 2002	JAN-JUN2002	2002
30JAN2002	W05 2002	W05 2002	W05-06 2002	P02 2002	JAN2002	JAN-FEB2002	DEC-JAN2002	Q1 2002	T1 2002	JAN-JUN2002	2002
31JAN2002	W05 2002	W05 2002	W05-06 2002	P02 2002	JAN2002	JAN-FEB2002	DEC-JAN2002	Q1 2002	T1 2002	JAN-JUN2002	2002
01FEB2002	W05 2002	W05 2002	W05-06 2002	P02 2002	FEB2002	JAN-FEB2002	FEB-MAR2002	Q1 2002	T1 2002	JAN-JUN2002	2002
02FEB2002	W05 2002	W05 2002	W05-06 2002	P02 2002	FEB2002	JAN-FEB2002	FEB-MAR2002	Q1 2002	T1 2002	JAN-JUN2002	2002
03FEB2002	W06 2002	W06 2002	W05-06 2002	P02 2002	FEB2002	JAN-FEB2002	FEB-MAR2002	Q1 2002	T1 2002	JAN-JUN2002	2002
04FEB2002	W06 2002	W06 2002	W05-06 2002	P02 2002	FEB2002	JAN-FEB2002	FEB-MAR2002	Q1 2002	T1 2002	JAN-JUN2002	2002
05FEB2002	W06 2002	W06 2002	W05-06 2002	P02 2002	FEB2002	JAN-FEB2002	FEB-MAR2002	Q1 2002	T1 2002	JAN-JUN2002	2002
06FEB2002	W06 2002	W06 2002	W05-06 2002	P02 2002	FEB2002	JAN-FEB2002	FEB-MAR2002	Q1 2002	T1 2002	JAN-JUN2002	2002
07FEB2002	W06 2002	W06 2002	W05-06 2002	P02 2002	FEB2002	JAN-FEB2002	FEB-MAR2002	Q1 2002	T1 2002	JAN-JUN2002	2002
08FEB2002	W06 2002	W06 2002	W05-06 2002	P02 2002	FEB2002	JAN-FEB2002	FEB-MAR2002	Q1 2002	T1 2002	JAN-JUN2002	2002
09FEB2002	W06 2002	W06 2002	W05-06 2002	P02 2002	FEB2002	JAN-FEB2002	FEB-MAR2002	Q1 2002	T1 2002	JAN-JUN2002	2002
10FEB2002	W06 2002	W06 2002	W05-06 2002	P02 2002	FEB2002	JAN-FEB2002	FEB-MAR2002	Q1 2002	T1 2002	JAN-JUN2002	2002

Project window - Project1

29.JUL.2004-11.29.12: Start session.
 29.JUL.2004-11.30.02: View 'ScoreCard' updated and selected for modification.
 29.JUL.2004-11.31.03: Database D:\FU\SCORECARD\IRI\DAQVERS\C347\OT11.DB (IRI - Daqvers) connected.
 29.JUL.2004-11.32.42: Maintaining time dimensions and relations completed successfully.

Database: C34701 read-only

Scanmar ToplineDesigner - [Maintain dimension 'Product']

File View Tools Window Help

MT Label	App	Value	IRI - Dagvers		IRI - KV historie		IRI - DV historie		IRI - ZV historie		Factory - week	IRI - Koffieversj.	IRI -
			Label	Agg	Value	Label	Agg	Value	Label	Agg			
DAG		P0020000100	TOTAAL DAGVERSE ZUIVEL		---	P0020000100	---	---	---	---	---	---	---
DAG.MRK	Mentolaten Dagverse zuivel	---	---		---	---		---	---	---	---	---	---
DAG.MRK.FV	Fresche Vlag	P00400000000	TOTAAL DAGVERSE ZUIVEL FRIESC		---	---		---	---	---	MS 20008	---	---
DAG.MRK.FV.MFR	Milk&Fruut	P01100000000	TOTAAL FRESCHES VLAG MILK & FR		---	P01100000000	---	---	---	---	MR 20720	---	---
DAG.MRK.FV.MFR.DR	Om te drinken	---	---		---	---		---	---	---	---	---	---
DAG.MRK.FV.MFR.ON	Onderweg	---	---		---	---		---	---	---	---	---	---
DAG.MRK.CAM	Campina	P00400000000	TOTAAL DAGVERSE ZUIVEL CAMPINA		---	P00400000000	---	---	---	---	---	---	---
DAG.MRK.MON	Monia	P00400000000	TOTAAL DAGVERSE ZUIVEL MONIA		---	P00400000000	---	---	---	---	---	---	---
DAG.MRK.VIF	Vifit	P00400000000	TOTAAL DAGVERSE ZUIVEL VIFIT		---	---		---	---	---	---	---	---
DAG.MRK.OPT	Vifit Optimal	P00500000100	TOTAAL VIFIT OPTIMEL NA DE MAALTID		---	P00500000100	---	---	---	---	---	---	---
DAG.MRK.DAN	Danone	P00400000000	TOTAAL DAGVERSE ZUIVEL DANONE		---	P00400000000	---	---	---	---	---	---	---
DAG.MRK.VIT	Danone Vitaleina	P00500000100	TOTAAL DANONE VITALEINA NA DE		---	P00500000100	---	---	---	---	---	---	---
DAG.MRK.ALM	Almhof	P00500000100	TOTAAL ALMHOF NA DE MAALT		---	P00500000100	---	---	---	---	---	---	---
DAG.MRK.PL	Private label	P00400000000	TOTAAL DAGVERSE ZUIVEL PRIVATE		---	---		---	---	---	---	---	---
DAG.NA	Na de maaltijd	P00100000200	CATEGORY - NA DE MAALTID		---	P00100000200	---	---	---	---	---	---	---
DAG.NA.FV	Fresche Vlag	P00100000200	CATEGORY - NA DE MAALTID FRIES		---	P00100000200	---	---	---	---	P0 003	---	---
DAG.NA.FV.STD	Standaard	P00100000200	CATEGORY - NA DE MAALTID FRIES		---	P00100000200	---	---	---	---	P2 121	---	---
DAG.NA.FV.STD.VV	Vanille via	P00100000200	FRESCHES VLAG STANDAARD VANIL		---	P00100000200	---	---	---	---	AG 112	---	---
DAG.NA.FV.STD.VV.BIO	biologisch	P00100000200	FRESCHES VLAG VANILLE VIA BIOLO		---	P00100000200	---	---	---	---	---	---	---
DAG.NA.FV.STD.VV.BO	boeren	P00100000200	FRESCHES VLAG VANILLE VIA BOER		---	P00100000200	---	---	---	---	---	---	---
DAG.NA.FV.STD.VV.REG	regulier	P00100000200	FRESCHES VLAG VANILLE VIA REGU		---	P00100000200	---	---	---	---	---	---	---
DAG.NA.FV.STD.NY	Naturel yoghurt	P00100000200	FRESCHES VLAG STANDAARD NATU		---	P00100000200	---	---	---	---	AG 114	---	---
DAG.NA.FV.STD.NY.BIO	biologisch	P00100000200	FRESCHES VLAG NATUREL YOGHUR		---	P00100000200	---	---	---	---	---	---	---
DAG.NA.FV.STD.NY.BO	boeren	P00100000200	FRESCHES VLAG NATUREL YOGHUR		---	P00100000200	---	---	---	---	---	---	---
DAG.NA.FV.STD.NY.REG	regulier	P00100000200	FRESCHES VLAG NATUREL YOGHUR		---	P00100000200	---	---	---	---	---	---	---
DAG.NA.FV.VAR	Variatie	P00100000200	CATEGORY - NA DE MAALTID		---	---		---	---	---	---	---	---
DAG.NA.FV.VAR.PAP	Pappen	P00100000200	CATEGORY - NA DE MAALTID		---	---		---	---	---	---	---	---
DAG.NA.FV.VAR.BOL	Bollino	---	---		---	---		---	---	---	---	---	---
DAG.NA.FV.VAR.BOL.YOG	Yoghurt	P00100000200	FRESCHES VLAG BOLLINO YOGHUR		---	---		---	---	---	---	---	---
DAG.NA.FV.VAR.BOL.VLA	Via	P00100000200	FRESCHES VLAG BOLLINO YOGHUR		---	---		---	---	---	---	---	---
DAG.NA.FV.VAR.DRO	Droom	---	---		---	---		---	---	---	---	---	---
DAG.NA.FV.VAR.DRO.YOG	Yoghurt	P00100000200	FRESCHES VLAG DROOM FRUITYOG		---	P00100000200	---	---	---	---	---	---	---
DAG.NA.FV.VAR.DRO.VLA	Via	P00100000200	FRESCHES VLAG DROOM FRUITYOG		---	P00100000200	---	---	---	---	---	---	---
DAG.NA.FV.VAR.YOG	Variatie yoghurt	P00100000200	FRESCHES VLAG VARIATIE YOGHUR		---	---		---	---	---	---	---	---
DAG.NA.FV.VAR.YOG.STK	stuljes	P00100000200	FRESCHES VLAG YOGHURT REGULI		---	P00100000200	---	---	---	---	AG 120	---	---
DAG.NA.FV.VAR.YOG.STK.FV	Fresche Vlag	P00100000200	FRESCHES VLAG YOGHURT REGULI		---	P00100000200	---	---	---	---	---	---	---
DAG.NA.FV.VAR.YOG.STK.BOL	Bollino	P00100000200	FRESCHES VLAG YOGHURT REGULI		---	P00100000200	---	---	---	---	---	---	---
DAG.NA.FV.VAR.YOG.STK.DRF	Droomfruit	P00100000200	FRESCHES VLAG DROOM FRUITYOG		---	P00100000200	---	---	---	---	---	---	---

Product window - Project1

29JUL2004-11.29.12: Start session.
 29JUL2004-11.30.02: View 'ScoreCard' updated and selected for modification.
 29JUL2004-11.31.02: Database P:\FUSOR\ORACLE\IRI\DAVERS\SCARD11.DB (IRI - Dagvers) connected.
 29JUL2004-11.32.02: Maintaining time dimensions and relations completed successfully.
 29JUL2004-11.33.27: Maintaining time dimensions and relations completed successfully.

Database: C34701n read-only

Product dimension mapping (multiple sources)

Scanmar ToplineDesigner - [Maintain dimension 'Brand']

File View Tools Window Help

MT Label	Agg	NL RYO		AU RYO		SP RYO		GR RYO	
		Value	Label	Value	Label	Value	Label	Value	Label
TO RYO	Total RYO	---	TO TOTAL	---	TO TOTAL	---	TO TOTAL	---	TO TOTAL
CO.SEITA	Alladis	---	---	---	---	CO SEITA	---	---	---
CO.BAT-STC	Bat-stc	---	MA.BAT-STC	Bat-stc	---	CO.BAT-STC	CO.BAT/STC	---	CO.BAT
CO.BTM	BTM	---	---	---	---	CO.BTM	---	---	---
CO.COOPER	Cooper/Sekap	---	---	---	---	---	---	---	CO.Sekap
CO.ETI	ETI	---	---	---	---	---	---	---	---
CO.GALLAHE	Gallaher	---	---	---	---	CO.GALLAHER	CO.GALLAHER	---	CO.Gallaher
CO.GRYSON	Gryson	---	---	---	---	---	---	---	---
CO.IMPERIAL	ITN total	---	MA.VNelleImp	ITN	---	CO.IMPERIAL	CO.IMPERIAL/V	---	CO.Imperial
CO.JTI	JTI	---	---	---	---	---	---	---	---
CO.PHMORRI	Ph. Morris	---	---	---	---	---	---	---	---
CO.POSCHL	Poschl	---	---	---	---	CO.POSCHL	CO.POSCHL	---	---
CO.SANTA	Santa fe ntc	---	---	---	---	---	---	---	---
CO.VONEIKEN	Von Eiken	---	---	---	---	---	CO.VON EICKEN	---	---
TA.Mild	Mild taste	---	TA.licht	Mild	---	TA.MILD	TA.MILD	---	TA.Mild
TA.Full	Full taste	---	TA.halfzwaar	Full	---	TA.FULL	TA.FULL	---	TA.Full
TA.Heavy	Heavy taste	---	---	---	---	---	---	---	---
PC.EXTRA LOW	Extra low	---	---	---	---	---	---	---	---
PC.LOW	Low	---	PC.extra cheap	---	---	---	---	---	---
PC.MEDIUM	Medium	---	PC.cheap	---	---	---	---	---	---
PC.HIGH	High	---	PC.mainstream	---	---	---	---	---	---
TP.MILD EXTR.	Mild taste extra low	---	---	---	---	---	---	---	---
TP.MILD HIGH	Mild taste high	---	TP.Extra cheap	Extra Low Mild	---	---	PT.EXTRA LO...	---	---
TP.MILD LOW	Mild taste low	---	TP.Premium	High Mild	---	---	---	TP.High Mild	---
		---	TP.Cheap	Low Mild	---	---	TP.LOW MILD	---	---

Brand

Session Log

28JUL2004-16.57.15: Start session.
 28JUL2004-16.57.33: View 'Period view' updated and selected for modification.
 28JUL2004-16.58.23: Database C:\PROJECTEN\WIEMEYER\NL_SALES\NL RYO.DB (NL RYO) connected.

Database: Nlyo read-only

Product dimension mapping (multiple countries)

Scanmar TopLineDesigner - [Facts dimension maintenance for view: ScoreCard]

MT Label	TimeAgg	DimAgg	Values	GfK - Dagvers	IRI - KV historie Value	IRI - DV historie Value	IRI - ZV historie Value	Exfactory - week Value	IRI - Koffieverrijkers Value	IRI - Dagvers Value
IRI%WD.F	% WD, Feature Only	Last	Max	---none---	F.M0002050	F.M0002050	F.M0002050		F.M0002050	F.M0002050
IRI%WD.D	% WD, Display Only	Last	Max	---none---	F.M0002060	F.M0002060	F.M0002060		F.M0002060	F.M0002060
IRI%WD.R	% WD, Price Reduction Only	Last	Max	---none---	F.M0002250	F.M0002250	F.M0002250		F.M0002250	F.M0002250
IRI%ITEMOV	Items Moved	Avg	Avg	---none---	F.M0001999	F.M0001999	F.M0001999		F.M0001999	F.M0001999
IRI%AVI.ST	Average Items per Store	Avg	Avg	---none---	F.M0002080	F.M0002080	F.M0002080		F.M0002080	F.M0002080
IRI%VOL.ANY	Volume any Promotion	Sum	Sum	---none---	F.M0001472	F.M0001472	F.M0001472		F.M0001472	F.M0001472
IRI%VOL.BSE	Base Volume	Sum	Sum	---none---	F.M0001822	F.M0001822	F.M0001822		F.M0001822	F.M0001822
IRI%VOL.INC	Incremental Volume	Sum	Sum	---none---	F.M0001802	F.M0001802	F.M0001802		F.M0001802	F.M0001802
IRI%EUR.BSE	Base Euros	Sum	Sum	---none---	F.M0001823	F.M0001823	F.M0001823		F.M0001823	F.M0001823
IRI%EUR.INC	Incremental Euros	Sum	Sum	---none---	F.M0001803	F.M0001803	F.M0001803		F.M0001803	F.M0001803
IRI%WTR.UN	Weighted rate of sales unit	Avg	Avg	---none---	F.M0002021	F.M0002021	F.M0002021		F.M0002021	F.M0002021
IRI%WTR.EUR	Weighted rate of sales value	Avg	Avg	---none---	F.M0002023	F.M0002023	F.M0002023		F.M0002023	F.M0002023
GfK	GfK FACTS			---none---						
GfK.VA1	Volume aandeel	Avg	Avg	01000200	↓ Socio-demo Totaal Nederland					
GfK.OA1	Omzetaandeel	Avg	Avg	01000200	↓ Socio-demo Totaal Nederland					
GfK.KA1	Kopersaandeel	Avg	Avg	01000200	↓ Socio-demo Totaal Nederland					
GfK.TR1	Trouw in volume	Avg	Avg	01000200	↓ Socio-demo Totaal Nederland					
GfK.PN1	Penetratie	Avg	Avg	01000200	↓ Socio-demo Totaal Nederland					
GfK.HK1	Herhaling (kopers)	Avg	Avg	01000200	↓ Socio-demo Totaal Nederland					
GfK.KF1	Aankoopfrequentie	Avg	Avg	01000200	↓ Socio-demo Totaal Nederland					
GfK.VI1	Vertrouwsindex	Avg	Avg	01000200	↓ Socio-demo Totaal Nederland					
GfK.MAT.VA1	Volume aandeel (MAT)	Avg	Avg	---none---						
GfK.MAT.OA1	Omzetaandeel (MAT)	Avg	Avg	---none---						
GfK.MAT.KA1	Kopersaandeel (MAT)	Avg	Avg	---none---						
GfK.MAT.TR1	Trouw in volume (MAT)	Avg	Avg	---none---						
GfK.MAT.PN1	Penetratie (MAT)	Avg	Avg	---none---						
GfK.MAT.HK1	Herhaling (kopers) (MAT)	Avg	Avg	---none---						
GfK.MAT.KF1	Aankoopfrequentie (MAT)	Avg	Avg	---none---						
GfK.MAT.VI1	Vertrouwsindex (MAT)	Avg	Avg	---none---						
BRM	BRAND MONITOR			---none---						
BRM.TOM	Top Of Mind bekendheid	Avg	Avg	---none---						
BRM.SBH	Spontane bekendheid	Avg	Avg	---none---						
BRM.TBH	Totale bekendheid	Avg	Avg	---none---						
BRM.KT	Koopintentie	Avg	Avg	---none---						
BRM.RPT	Repeat	Avg	Avg	---none---						
EXF	EX FACTORY			---none---						
EXF.BUD	Volume (Budget)	Sum	Sum	---none---						
EXF.ACT	Volume (Gerealiseerd)	Sum	Sum	---none---						

Creating and Relating a Combined Measure dimension.
(pick up measures from different data sources)

Labels: IRI, GfK, BM, Sales

Project window - Project1

```

29JUL2004-11.31.03: Database D:\FU\SCORECARD\IRI\DAAGERS\C3470T1.DB (IRI - Dagvers) connected.
29JUL2004-11.32.42: Maintaining time dimensions and relations completed successfully.
29JUL2004-11.33.27: Maintaining time dimensions and relations completed successfully.
29JUL2004-11.37.02: Database D:\FU\SCORECARD\IRI\DAAGERS\C3470T1.DB (IRI - Dagvers) disconnected.
29JUL2004-11.37.05: Database D:\FU\SCORECARD\GfK\DAAGERS\FUDA_D.DB (GfK - Dagvers) connected.

```

Database: Fvda_d read-only

Batch TopLine Loader

Scanmar TopLineDesigner - [Load data from subject databases for view: Score...]

Periods	Load selected periods
IRI - KV historie	None
IRI - DV historie	W01.2002-W16.2003
IRI - ZV historie	None
Exfactory - week	W21.2004-W24.2004
IRI - Koffieverrijkers	None
IRI - Dagvers	W21.2004-W24.2004
IRI - Zuivel	None
GfK - Koffieverrijkers	None
GfK - Zuivel	None
Exfactory - maand	W21.2004-W24.2004
BrandMonitor	W14.2004-W26.2004
GfK - Dagvers	W21.2004-W24.2004
GfK - Dagvers MAT	W21.2004-W24.2004

Project window - Project1

```

29JUL2004-11.31.03: Database D:\FU\SCORECARD\IRI\DAAGERS\C3470T1.DB (IRI - Dagvers) connected.
29JUL2004-11.32.42: Maintaining time dimensions and relations completed successfully.
29JUL2004-11.33.27: Maintaining time dimensions and relations completed successfully.
29JUL2004-11.37.02: Database D:\FU\SCORECARD\IRI\DAAGERS\C3470T1.DB (IRI - Dagvers) disconnected.
29JUL2004-11.37.05: Database D:\FU\SCORECARD\GfK\DAAGERS\FUDA_D.DB (GfK - Dagvers) connected.

```

Database: Fvda_d read-only

Ready for Oracle Express/10g OLAP

More information ?

Contacts

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Ready for Oracle Express/10g OLAP