



Nielsen IMS Clear Decisions Helps You Deliver Insights Faster

IMS Clear Decisions™ is a state-of-the-art, self-updating, fully integrated workspace. Mine the data, get to the answers faster and create presentation-ready reports (complete with charts and graphs) from one screen, in seconds! Experience more ways to understand the breadth and scope of your target, in less time.

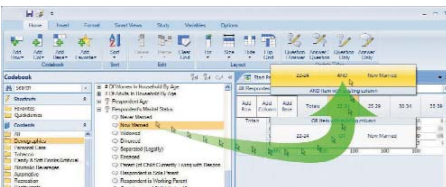


Be more productive...spend less time crunching numbers and focus on analysis.

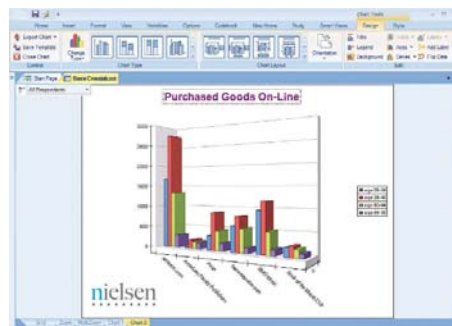
Drag and Drop Coding

Makes it easy to learn and fast to use, minimizing training time and increasing productivity at the same time.

Smartviews allow you to get to the insight faster.



Hundreds of chart options to select.



Build a Crosstab by simply sliding the information onto your grid.

- Why IMS Clear Decisions™ ?
- Greater insight faster for increased productivity
- Drag-and-drop coding to build quick reports
- Completely self updating
- Spectacular graphs and charts
- Flexible reporting
- State of the art Microsoft.Net technology

Nielsen IMS Clear Decisions

Visual Coding

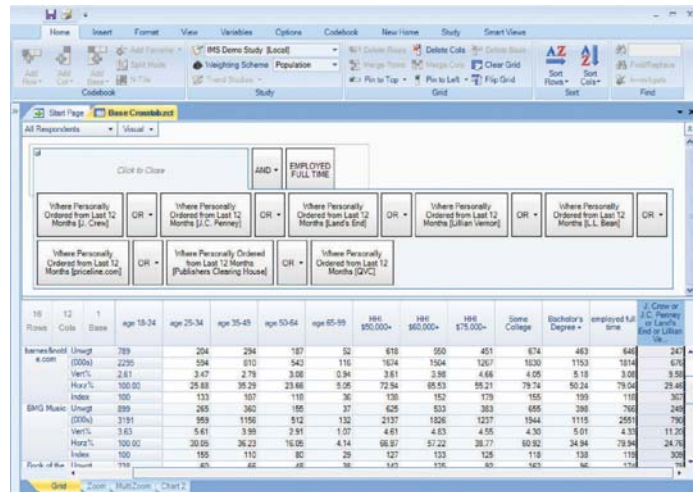
You can dig deeper into the data with little effort and without extensive knowledge of math or analytics. This means more insights faster, and greater value from the data in which you have invested.

More Robust Data Mining

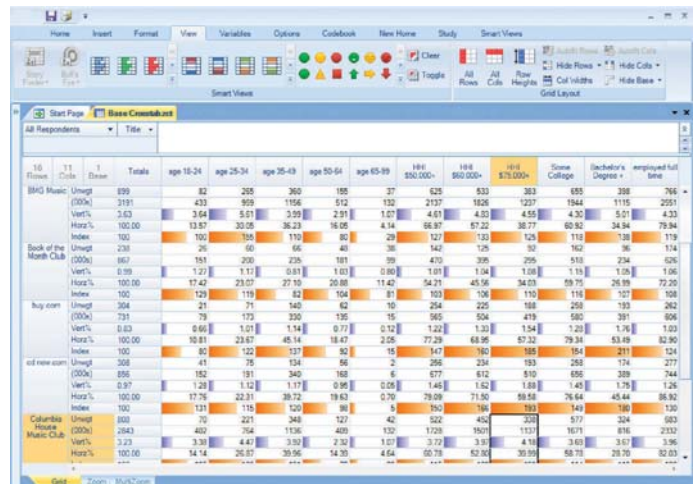
Provides greater insight in less time. More extensive investigative techniques and use of color-coding equip you with the power to uncover and highlight new insights.

A Portfolio of Analyses

Link associated reports, charts and custom formats for each account. When using Nielsen IMS Update on these linked files, existing projects can be seamlessly and automatically updated each time new data is released.



Evaluate complex targets simply.



Choose between icon sets, data bars and color scales to visually mine the data.

For additional information contact your Nielsen Representative:
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