



business intelligence tools

## cascade<sup>3d</sup> report generator product family

Product	Data cube analysis	Real time ODBC	Access Reports	Excel Pivot Tables	Word mail merge	MapPoint integration	Access backend support	SQL backend support	VBA dev. Envir.
<b>Cascade<sup>3d</sup> report generator</b>	✓	✓*	✓	✓	✓	✓	✓	✓	✓
Leisure focused: member, bookings, courses, finance, history / usage. Output your results Microsoft Excel, Word or Mappoint									

Additional Modules	
<b>Marketing Communication</b>	Use Email and SMS to target your campaigns more effectively and enhance your retention strategy.
<b>Data Audit</b>	Clean your data en masse and then effectively report anomalies so that quality and service is maintained
<b>Member Data view</b>	Secure views of members data, instant usage analysis, protect sensitive data down to individuals login.
<b>Management Dashboards</b>	Dashboards are designed bespoke to cater to your organisations needs, delivering KPI's and management reports to your desktop.
<b>Data warehouse</b>	Store compressed historical database and data cube snapshots for trend and movement analysis.
<b>Bespoke Development</b>	Tailored report and database development

### Prerequisites

Office Professional 2003 /2007  
 MapPoint 2006/2009 (Europe)  
 Appropriate memory and disk space  
 Text messaging via web gateway  
 Email via SMTP server

### Operating environment

WAN, VPN, Broadband      Citrix or Terminal Services  
 Remote desktop connection

\* - requires ODBC drivers for target database

Contact Cascade<sup>3d</sup> to learn more

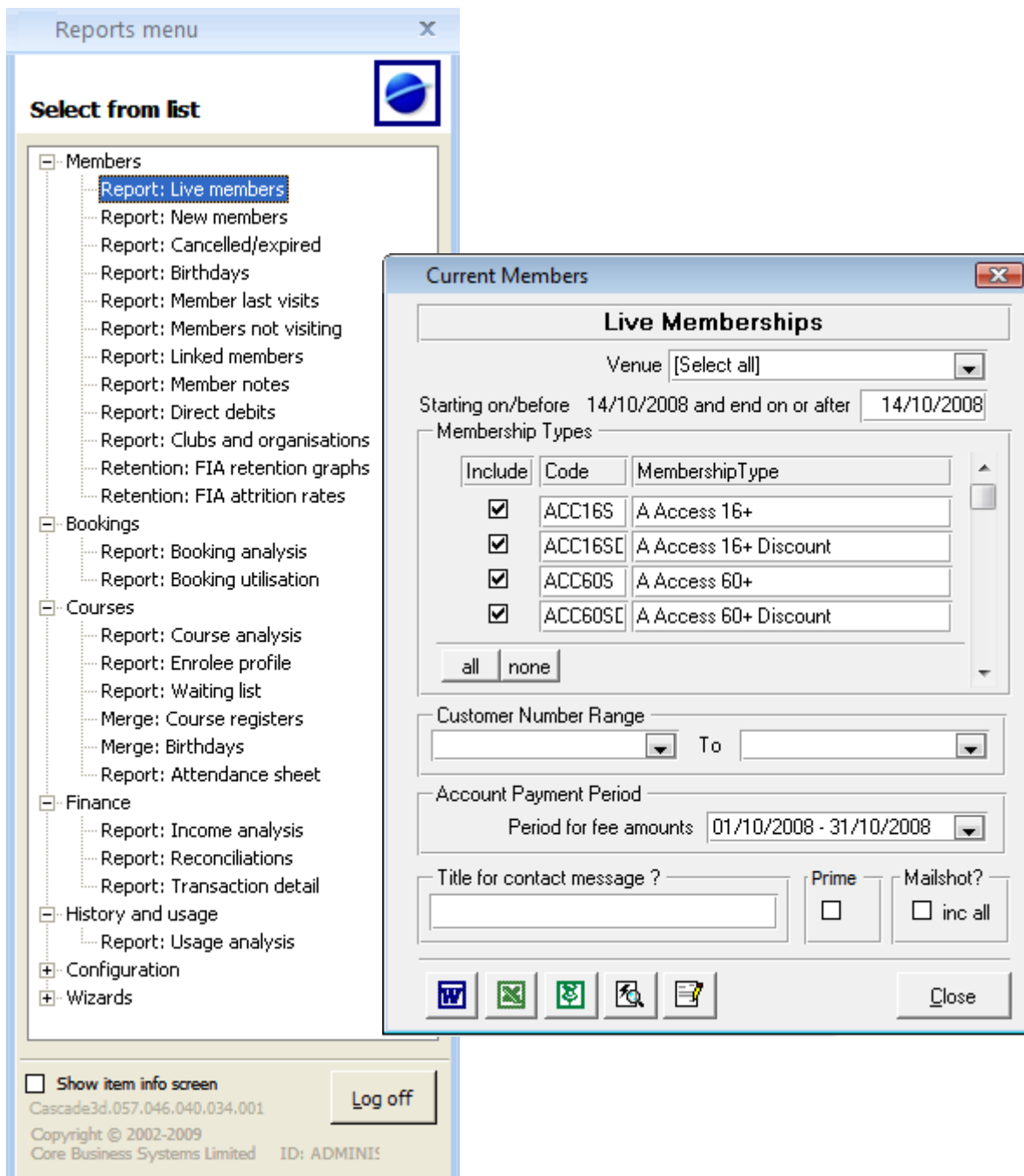
[www.cascade.com](http://www.cascade.com)

0844 736 5227

Cascade<sup>3d</sup> report generator provides a single point of access to all the data stored in your Leisure Management System

Using Cascade<sup>3d</sup> data cube technology and the power of the Microsoft Office Suite it delivers the information in familiar tools; Microsoft Excel, Word and MapPoint.

Using additional modules which are fully integrated into Cascade<sup>3d</sup> report generator you can also analyse other data you store in your business and tackle areas like Data auditing, Marketing communication and Data warehousing.



**Reports menu**

**Select from list**

- [-] Members
  - Report: Live members
  - Report: New members
  - Report: Cancelled/expired
  - Report: Birthdays
  - Report: Member last visits
  - Report: Members not visiting
  - Report: Linked members
  - Report: Member notes
  - Report: Direct debits
  - Report: Clubs and organisations
  - Retention: FIA retention graphs
  - Retention: FIA attrition rates
- [-] Bookings
  - Report: Booking analysis
  - Report: Booking utilisation
- [-] Courses
  - Report: Course analysis
  - Report: Enrollee profile
  - Report: Waiting list
  - Merge: Course registers
  - Merge: Birthdays
  - Report: Attendance sheet
- [-] Finance
  - Report: Income analysis
  - Report: Reconciliations
  - Report: Transaction detail
- [-] History and usage
  - Report: Usage analysis
- [+] Configuration
- [+] Wizards

**Current Members**

**Live Memberships**

Venue [Select all]

Starting on/before 14/10/2008 and end on or after 14/10/2008

Membership Types

Include	Code	MembershipType
<input checked="" type="checkbox"/>	ACC16S	A Access 16+
<input checked="" type="checkbox"/>	ACC16S[	A Access 16+ Discount
<input checked="" type="checkbox"/>	ACC60S	A Access 60+
<input checked="" type="checkbox"/>	ACC60S[	A Access 60+ Discount

all none

Customer Number Range

Account Payment Period

Period for fee amounts 01/10/2008 - 31/10/2008

Title for contact message ?

Prime  Mailshot?  inc all

Log off

Cascade3d.057.046.040.034.001  
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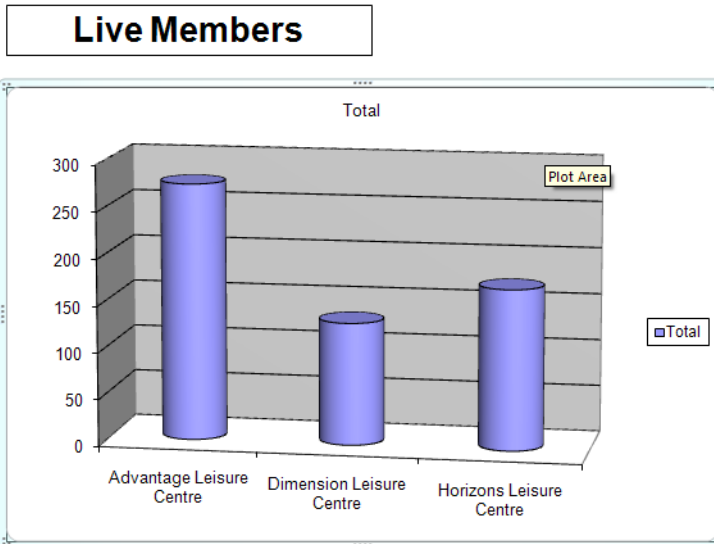
## Membership

Standard reports, PivotTable analysis, Word mailings and MapPoint plotting

- Current customers
- New customers
- Expiring memberships
- Birthdays
- Visit analysis
- Non-visitors
- Direct debit fees
- Linked customers

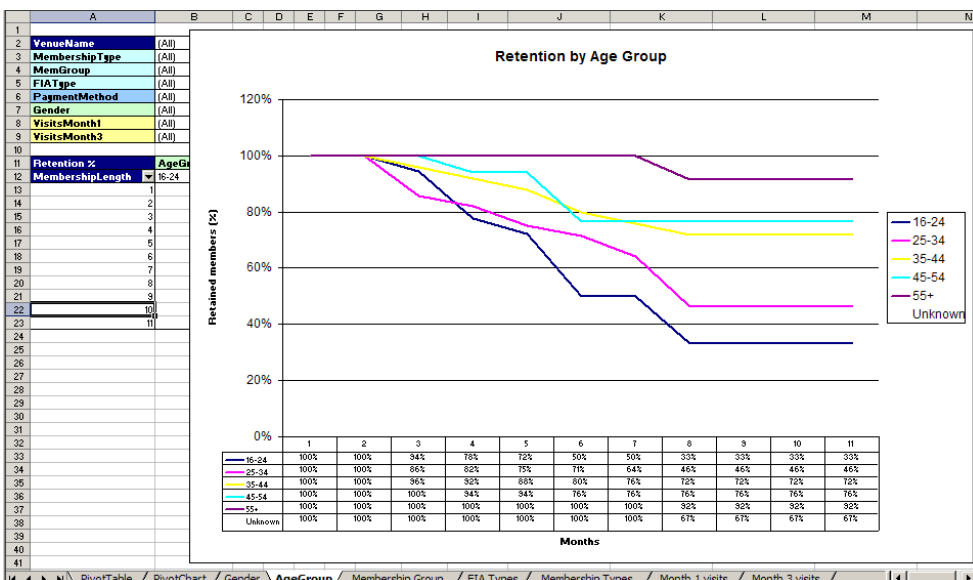


Title	(All)
Age	(All)
AgeGroup	(All)
Gender	(All)
PostcodeArea	(All)
PostcodeDistrict	(All)
PostcodeSector	(All)
JoinMonth	(All)
StartMonth	(All)
EndMonth	(All)
MemTypeGroup	(All)
FIAType	(All)
MembershipType	(All)
OverallStatus	(All)
CustomerType	(All)
LastVisitMonth	(All)
MembershipLength	(All)
<b>No of Customers</b>	
Venue	Total
Advantage Leisure Centre	275
Dimension Leisure Centre	131
Horizons Leisure Centre	172
Grand Total	578



## Retention

- FIA retention profiles by gender, age, membership type, membership group, FIA category and visits:
- Attrition rate calculation (using median and membership length calculations)





## Marketing communication module

Manage your campaigns within Cascade<sup>3d</sup> and use the power of email and SMS to communicate effectively with your members and customers. Users are prompted to perform the activities that build up your retention campaign or marketing strategy and you can use any of the following methods. All contact points are recorded against the individual so you can see which method is most effective.

- **Email** plain text or HTML embedded email format merge via Word
- **SMS** text messaging via web gateway components
- **Telephone call** with scripts to follow
- **Letter** via word mail merge

The screenshot displays the Cascade 3D software interface. The main window, titled 'Next Contact Due', shows a list of contacts with columns for Customer ID, Forename, Surname, Next contact date, Contact Type, Subject, and By ID. A 'Send text message' dialog box is open, showing 'Compose and send text message' for customer 137957 (Suzanne Davison) with the subject 'Personal training week 4'. A 'Contact note details' window is also open, showing contact information for Mrs Suzanne Davison, including phone and mobile numbers, and a text message note: '[GRH 31/03/2009 14:59:03] Suzanne Just to confirm your next training session is on Tuesday at 16:00 Look forward to seeing you then.'

Customer	Forename	Surname	Next contact	Contact Type	Subject	By ID
137957	Suzanne	Davison	30/12/2008	Text message	Personal training week 4	GRH
137957	Suzanne	Davison	24/01/2009	Text message	Fitness assessment week 6	GRH
137957	Suzanne	Davison				GRH
134814	Estelle	Osborn				
130470	Katie	Jones				
000012	Joe	Smith				
134815	Sarah	Savill				
134814	Estelle	Osborn				
130378	Miles	Alger				

## Data audit module

- Unlimited 'Exceptions to the rule' data anomaly reports can be designed and emailed out automatically
- Field cleaning process
- Missing data audit
- Duplicate record identification using 'sounds like' algorithm
- Postcode field checks (move to correct field)
- Experian Intact automatic address cleaning (PAF) and MOSAIC demographic profiling (additional charges apply)

Data audit

**Table: All Member View** Total records: 24990

Field name	Missing data	(%)	With data	(%)	View
Age	0	0	24990	100	...
DOB	16	0.1	24974	99.9	...
Address1	127	0.5	24863	99.5	...
Address3	483	1.9	24507	98.1	...
Telephone1	886	3.5	24104	96.5	...
Postcode	1108	4.4	23882	95.6	...
Address4	15168	60.7	9822	39.3	...
Telephone2	18540	74.2	6450	25.8	...

Field cleaning

**Field: Postcode** (Size 50 chars)

Find (existing value)	Cleaning not allowed	No records	(%)	Include	View
#	#	2	0.0	<input type="checkbox"/>	...
#TN13 1PX	#TN13 1PX	1	0.0	<input type="checkbox"/>	...
.	.	3	0.0	<input type="checkbox"/>	...
...	...				
.....	.....				
.....	.....				
/403	/403				
{Null}					
05/13622	05/13622				
08	08				
1N13 3UG	1N13 3UG				
1N14 5EB	1N14 5EB				
1PPP 1JL	1PPP 1JL				
30/7/1934	30/7/1934				
3EE	3EE				
5A14 5EW	5A14 5EW				

Refresh Remove all Remove 0's Clean data

Record: 1 of 7098 Unfiltered Search

Move to postcode field

Locale: United Kingdom

Select Table/Query: All Member View

Address fields	Address details	
Address1	Br8 7hs	Move
Address2	Swanley	
Address3		
Address4		
Postcode (*)	BR8 7HS	

(\* - postcode field)

Autofix all < Back Next > Close

Record: 1 of 3 No Filter Search

## Membership – analysis and profiling

Secure views of your members information

- Protect sensitive data down to selected fields accessible by user groups or individual logins (eg bank account details)
- Reporting on individuals usage and visit profile
- Web component integration for PivotTables and PivotGraphs
- Export to Excel and auto-create a linked PivotTable
- Export to MapPoint for geo-demographic analysis
- Venn diagram segmentation
- Up to 5 layers of data intersection analysis using proprietary dynamic SQL functions e.g. mailing preferences, interrelated purchase analysis

The screenshot displays a software interface for managing member data. The main window, titled 'Members', shows the profile for Mr. Tyrone Roberts, a Personal member living at Talland House, Silver Street, Cirencester, Glos, GL7 4YT. His contact information includes a home phone (01285 654996), a mobile (07797 345342), and an email (tyrone.roberts@webtex.com). He was added on 04/12/2002 and last visited on 29/08/2006.

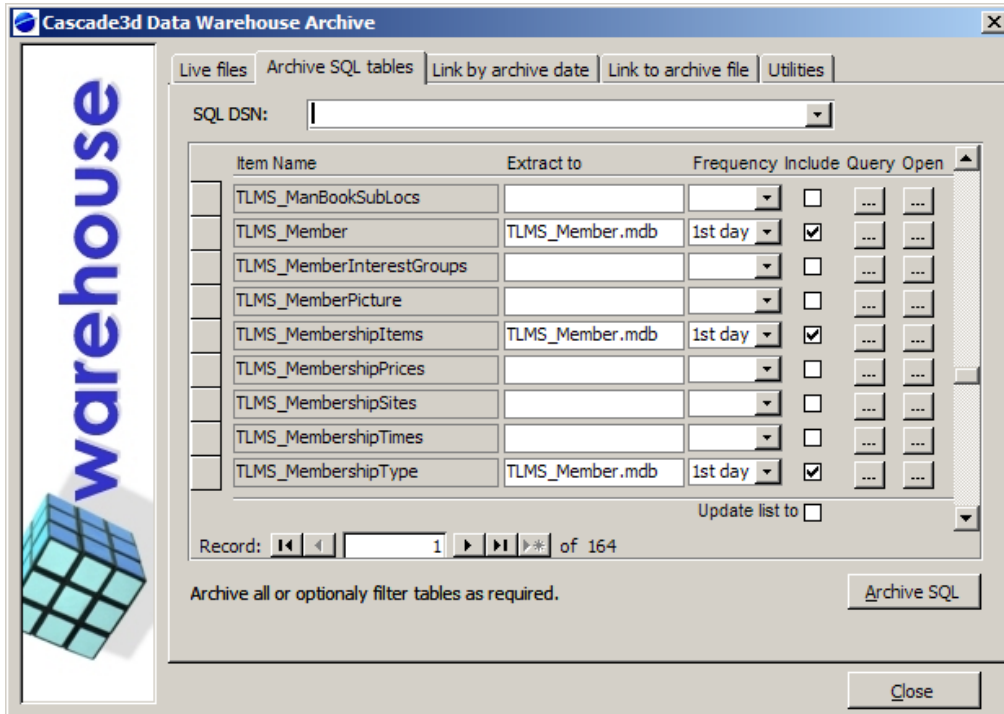
Overlaid on this are three analytical windows:

- Customer Visit Profile:** A bar chart showing the number of visits over time. The data points are: Apr '06 (11 visits), May '06 (20 visits), Jun '06 (18 visits), Jul '06 (15 visits), and Aug '06 (20 visits).
- Visits by Activity:** A 3D pie chart showing that 99% of visits are for Gym Workout and 1% are for General Swimming.
- Venn diagram [Venn: Mailing preference]:** A Venn diagram with three sets: Opt-in (blue), Email (red), and SMS text (yellow). The counts for each intersection are:
 

Item intersection	No records
Opt-in	8056
Opt-in Email	590
Opt-in Email SMS te	404
Opt-in SMS te	2579
Email	594
Email SMS te	407
SMS te	2836

### Data warehouse module

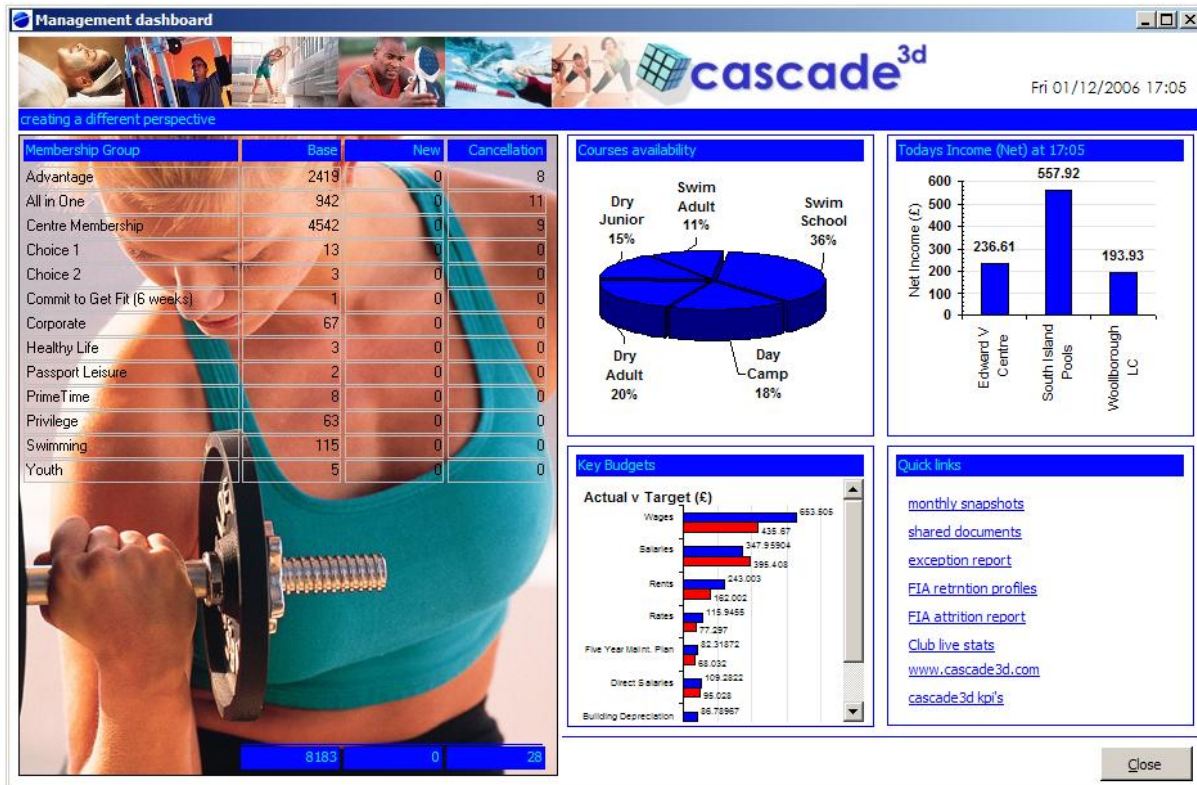
- Store compressed historical database and data cube snapshots for trend and movement analysis (eg daily or monthly)



## Management Dashboard

Management dashboards provide the technology for monitoring performance across the entire organisation in real-time. Any number of dashboards can be developed displaying specific KPI's focused on critical issues, facility manager stats, high level senior management umbrella reports etc.

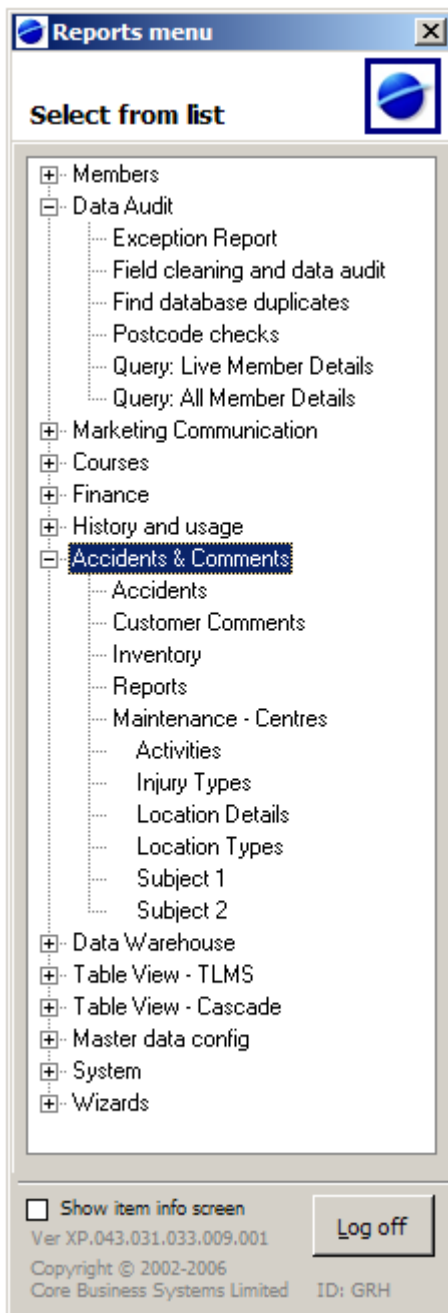
The functionality for creating the management dashboard is included in Cascade<sup>3d</sup> and views of specific KPI's and business drivers change and evolve over time for each organisation. Please note that additional charges apply for the development of tailored management dashboards.



## Tailored report and database development

Cascade<sup>3d</sup> provides an immensely powerful report and development environment:

- Query databases using the Microsoft Jet Engine accessing any ODBC compliant database or data source
- Develop Microsoft Access or SQL databases
- Write VBA code routines
- Reference the extensive Cascade<sup>3d</sup> function and subroutine library
- Develop advanced Excel PivotTables
- Integrate Word mail merge
- Utilise the SMTP email and Text Message components



The main menu is controlled by the user logon and only displays authorised reports and options.

This single environment provides access to the full range of Cascade<sup>3d</sup> standard data cubes, tailored marketing functions, data auditing and also allows for specialised databases, input screens and analysis options to be accessed seamlessly.

In this example, the Accidents and Comments database is completely tailored and integrated into the common menu.

Additional modules, such as data warehousing and marketing communication also appear in the same menu.

Full technical training is available as part of the system implementation and for all future developments. Please note that additional charges apply for the development of tailored reports and training.

### Data cube technology

- Pre-calculate business critical data
- Email auto-refreshed Excel PivotTables and PivotGraphs