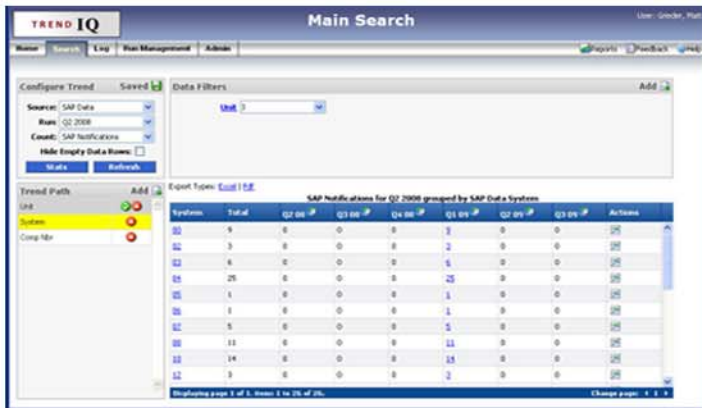


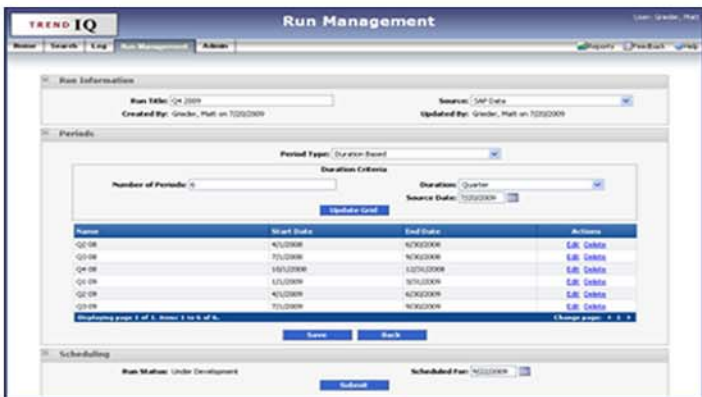
WHAT IS TRENDIQ™?

It is a web based application designed to provide users a flexible and easy to use environment to identify trends within a generic third-party database system. Records from this external source are read into the application in user-defined "runs" to give the user control over which range of records to review at any one time. Trends are then identified by grouping these records into counts based on various attributes against those records. Once a trend has been identified, it can be flagged and reviewed for any other run within the system to determine the appropriate lifecycle of the trend and its impact on the rest of the system.



FLEXIBLE SEARCHES

Users can perform very flexible and custom searches through their records by simply specifying which attribute to group by and which attributes to filter by. This free-form system of searching provides the user the ability to account for any scenario of trend that might occur. The user is also able to set a path of these grouping attributes to perform a seamless drill-in approach to searching.



Features/Benefits

- Web-based
- Minimal Training
- Flexible Searches
- Saved Searches
- User Defined Run Management
- Flag and Track Identified Trends
- Generic Interface for External Data Source
- Supports Multiple External Data Sources

TRACKING IDENTIFIED TRENDS

Once a trend has been identified, it can be tracked in the system until the user decides the trend is no longer applicable and closes it out. Various attributes are tracked against each trend including: what triggered the trend, who's responsible, action items against the trend, etc. In addition, the user can view and evaluate how that trend develops in other runs to help disposition it over time.

