

## Instant Answers to Your Unique Business Questions

“Whose gross margins no longer meet my criteria?”

“Are energy drinks up this year over last?”

“Where did Honey Buns sales drop in June?”

You've got questions about how your routes are performing. And you've got a mountain of data from VendMAX that holds the answers. Now, you can quickly zero in on the data with DataMAX 2.0.

Year	Yr 2006					
Month	April, 2006	May, 2006	June, 2006	July, 2006	August, 2006	Yr 2006
Measures	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue
CUS Description						
015557-Flex Communications	\$43.96	\$37.75	\$37.75	\$43.96	\$37.75	\$201.16
026290-Cuisine Chez-Vous	\$101.65	\$85.39	\$46.55	\$74.47	\$40.98	\$349.03
026324-Dick's Standard Service	\$23.05	\$46.10	\$46.10	\$46.10	\$46.10	\$207.45
026344-Drug Enforcement Admin.	\$37.80	\$38.72	\$38.72	\$38.72	\$22.36	\$176.32
026395-Elan Financial Services	\$118.09	\$36.18	\$36.18	\$36.18	\$36.18	\$162.81
026618-Equitable Savings & Loan	\$126.54	\$73.52	\$86.71	\$113.68	\$24.20	\$424.65
031153-Flowerland	\$40.35	\$70.29	\$42.85	\$42.49	\$35.16	\$231.14
031408-Gladwin Machinery Corp.	\$23.05	\$62.45	\$48.40	\$40.74	\$48.40	\$223.04
035104-Reinke Metal Works	\$168.00	\$75.25	\$154.68	\$20.00	\$12.00	\$429.93
15208-Lucent Inc.	\$36.18	\$54.27	\$18.09	\$36.18	\$18.09	\$162.81
31107-F & F Tire & Muffler Service	\$157.96	\$72.88	\$97.04	\$22.89	\$18.09	\$368.86
31130-Federated Financial Svcs	\$36.88	\$45.68	\$38.72	\$38.72	\$38.72	\$198.72
31162-Ford Motor Credit Company	\$102.15	\$36.87	\$84.53	\$54.58	\$42.31	\$320.44
31167-Foster, Lawrence L. Dr.	\$10.94	\$64.55	\$6.77	\$17.12	\$36.24	\$135.62
31171-Sherwin Williams	\$50.78	\$52.98	\$50.04	\$44.53	\$43.88	\$242.21
Total	\$977.38	\$852.88	\$833.12	\$670.36	\$500.46	\$3,834.20

- Executive-level reporting with drill-down capabilities
- Exception reporting to pin-point problem areas
- Customized views to meet your needs

DataMAX puts you in control of your data analysis, letting you drill deep into your data to make timely, better-informed decisions about sales, profits, and business trends. Start with the big picture and zoom in to individual accounts, locations, and machines.

DataMAX Exception Report highlights customers below acceptable August levels with four-month history, enabling quick decision making by the operator.

Completely re-designed to integrate seamlessly with VendMAX, the new DataMAX is more intuitive, flexible, and simpler to use.

To learn more about DataMAX 2.0 contact Carolyn Stublaski 800-4-STREAM ext. 5822



## DATAMAX SYSTEM REQUIREMENTS

### REQUIRED SOFTWARE

- SQL Server 2005
- VendMAX 4.2.3.82 or higher

### RECOMMENDED HARDWARE – MINIMUM REQUIREMENTS

#### A Low-End Client/Server Configuration – Below 5 routes

- Dual Core Intel 3.0GHz
- CD-ROM 40X
- 2 GB Memory
- 150GB SCSIII Disk Drive - RAID Recommended
- Data Backup Device and Uninterruptible Power Supply

#### B Mid-Range Client Server Configuration – 5 to 10 Routes

- Dual Pentium 3.0GHz
- CD-ROM 4X
- 4 GB SDRAM
- 270 GB Disk Space – RAID Recommended (for VendMAX Data file)
- Backup Device and Uninterruptible Power Supply

*Note: Options A and B may use existing VendMAX Server*

#### C High-End Client Server Configuration – 10+ routes (Requires Separate DataMAX Server)

- Dual Pentium 2.0GHz
- CD-ROM 4X
- 4 GB SDRAM
- 200 GB Disk Space – RAID Recommended (for VendMAX Data file)
- Backup Device and Uninterruptible Power Supply

Microsoft Windows 2000 Server with Service Pack (SP) 4 or later preferred (other Windows platforms also compatible)

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# Custom Data Analysis Puts You in Control

DataMAX 2.0 is a breakthrough business intelligence tool that helps vend operators make smarter, better-informed decisions using the vast amounts of data stored in VendMAX.

Using advanced Online Analytical Processing (OLAP) technology, DataMAX 2.0's executive-level reporting, exception reporting, and fine-tuned analysis capabilities provide management with instant answers to critical questions about sales, profits, and business trends.

## THE IDEAL VENDMAX PARTNER

DataMAX 2.0 is not just a module upgrade...it's an entirely new product. We listened to our customers and embedded DataMAX directly in VendMAX for a complete, seamlessly integrated software solution. DataMAX is easy to learn—screens are intuitive, with familiar looking VendMAX reporting filters. And because DataMAX is part of VendMAX, there are no costly system integration expenses to incur.

Now you can take the mountains of data VendMAX has collected and quickly turn it into actionable intelligence on sales trends, route profitability, product pricing—all tailored to your custom parameters and filters.

## NEW FEATURES...EVEN MORE BENEFITS

### Executive-Level Reporting

When you need answers to your critical business questions, DataMAX 2.0 can quickly find and present the information in a single view.

- Start with the "30,000 ft view" of data across all customers, routes, and machines
- Drill into details without running additional reports or moving between screens
- Go as deep as you need—down to the machine level if need be—for the data you're looking for

### Exception Reporting

Don't weed through pages of data to find the short list of current or potential problems

- Pinpoint problem areas quickly and efficiently
- You set the thresholds for problem areas, DataMAX produces Exception Reports with only the exceptions you want to see for quick decision making

### Customized Views

With DataMAX 2.0, you're in control, tailoring views to match your unique needs.

- Define how you want to view, analyze, and report the data
- Build your own views for exporting data into accounting software – no costly custom work required