

# Star Data's Tabulation Services



Star Data Systems, Inc. offers you on-time tabulations of research surveys in a readable, easy to use format. Our software is extremely powerful and flexible and allows us to handle data in many different formats including long ASCII records, column binary and database formats.



Experienced professionals work with you from the start of the project to make sure that you receive the necessary tabulations. Our staff is composed of data processing and tabulation professionals who not only understand market research tabulations, but can deal with clients' needs and survey research deadlines in a knowledgeable way. We will be happy to consult with you regarding questionnaire layout and design. We discuss table layouts and statistics with you before the project starts to guarantee that you receive the information you wanted in the correct format.

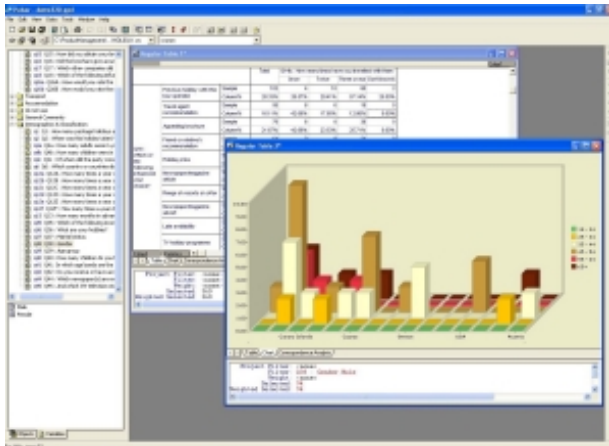
Computerized tables are presented in sharp, laser printed format in modern, upper and lower case text with page numbering and table of contents for easy reference. The number of banner cells and the spacing of banner cells is extremely flexible. Tables can include multi-level ranking of nets within open end responses, mean summary tables, summary of top box responses, special calculations like addition, subtraction, division or multiplication, market share tables and significance testing like T-tests and Z-tests. Tables can be delivered in hard copy form, Excel format, or over the Worldwide Web in HTML format. We also provide Pulsar-compatible data, so you can do your own additional cross-tabs and graphs as needed at your own desktop.

At Star Data Systems, Inc., dedication to our clients work is the most important thing on our agenda. We pride ourselves on our knowledge of market research tabulations. We work with end-users and survey research suppliers alike and are familiar with the needs of both. Over 90% of our business comes from repeat clients who are familiar with the *high standards* Star Data brings to all its work.



## Desktop Analysis - Pulsar Format

Star Data Systems, Inc. is pleased to provide data in formats ready to use for additional tabulations and charting. These include tables ready for charting and manipulation in Microsoft Excel format, or standard ASCII or transposed data in Pulsar format.



With Pulsar, you can create new tables, reformat old ones, generate new filters and user variables, and produce charts and graphs ready to cut and paste into any word-processed report. Pulsar is very intuitive and easy to use, so you don't have to understand tabulation software in order to take advantage of Pulsar's power.

Often, other tabulation software is less than accommodating. Especially when you try to introduce external data. Pulsar is compatible

with standard ASCII data and almost any relational database, so it gives you unparalleled access to all sorts of information – even data from other sources like Microsoft Access or Oracle. Pulsar is faster and more powerful than other desktop analysis programs, letting you rearrange tables, plot charts and present your survey data in more ways than ever.

Pulsar is part of Pulse Train's integrated range of software for survey research making data collection and analysis easier for everyone. Star Data Systems offers Pulsar in two formats: Pulsar Executive, which allows you to explore all your surveys with one powerful program; or Pulsar Personal, a CD-ROM which contains your survey data and the Pulsar executable program on a single CD.

No matter which way you prefer to receive your tables, or which spreadsheet and charting programs you prefer to use, Star Data Systems is ready to provide your data processing results in a readable and user-friendly manner.

## Real-Time Data Access

Star Data can provide up-to-the-minute reporting via the Internet. Clients are given a username and password, enabling them to access their projects. Tables and charts can be created dynamically and saved. A variety of statistics can be applied and new variables can be generated and used in subsequent tables. Access the project later, increment the tables again and they are updated to reflect the latest data collected.

A screenshot of the Pulsar Web interface. It shows a data table with columns for 'City', 'Year', and 'Percentage'. The table contains data for various cities and years, with percentages ranging from 10% to 100%. The interface includes a navigation menu on the left and a header section with 'Pulsar Web' and 'Database version'.

**Chicago:**  
3419 North Kennicott Ave., Suite D  
Arlington Heights, IL 60004  
Telephone: 847-637-1000  
Email: sales-il@stardatasystems.com

**Florida:**  
270 South Central Blvd., Suite 207  
Jupiter, FL 33458  
Telephone: 561-743-7500  
Email: sales-fl@stardatasystems.com

**Washington DC:**  
12303 Keel Turn  
Bowie, MD 20715  
Telephone: 301-805-8453  
Email: sales-dc@stardatasystems.com