



# Stratum INSIGHT Web-Based Training Series

Q2 2017 Course Catalog

## GENERAL INFORMATION

All Stratum INSIGHT courses are available **free-of-charge** to Silvion customers on maintenance. If you are not on maintenance, the course registration fee will be \$250 per class, regardless of the number of people from your organization who attend.

Each web-based course is conducted by a member of Silvion's Professional Services team. Classes commence at 11:00 a.m. (Central) and are expected to last approximately one (1) hour.

Space is available on a first-come, first-served basis and is limited to 30 students per class. If multiple individuals from your company will be attending any given course, we ask that as many of them as possible participate from a single location (e.g., conference room). Equipment requirements include a PC with Internet connection (for Web conferencing), along with a telephone (for audio).

*We look forward to  
having you join us!*



## COURSE OFFERINGS

### Stratum Viewer Courses

Creating a Report Packet with Stratum Broadcast Server.....	April 7
Stratum V6.7 .....	April 21 <b>NEW</b>
Did You Know? Stuff You Should Be Doing With Stratum .....	May 5
Using Voids to Identify Sales Opportunities .....	May 19 <b>NEW</b>
Time and Viewer.....	June 2
Parameter Prompting .....	June 16 <b>NEW</b>
Exporting to Excel™ & Excel™ Sourcing From Stratum .....	June 30 <b>NEW</b>

Course Name	Date	Time (Central)
Creating a Report Packet with Stratum Broadcast Server	4/7/17	11:00
Stratum V6.7	4/21/17	11:00
Did You Know? Stuff You Should Be Doing With Stratum	5/5/17	11:00
Using Voids to Identify Sales Opportunities	5/19/17	11:00
Time and Viewer	6/2/17	11:00
Parameter Prompting	6/16/17	11:00
Exporting to Excel™ & Excel™ Sourcing From Stratum	6/30/17	11:00

## VIEWER COURSES

### Creating a Report Packet with Stratum Broadcast Server (Users & Admin)

Join us during this class and see how you can create and distribute “packets” of Stratum reports quickly and easily on an ad-hoc or scheduled basis. This session will provide case examples using the Stratum Broadcast Server – one of Silvon’s newest applications for delivering Stratum data to others both inside and external to the business.

### Stratum V6.7 (Users & Admin)

During this session, we discuss the new features available in Version 6.7 of Stratum. We’ll review the new Favorite & Recent feature making view access that much simpler for users. Additionally, we’ll review the enhancements made to the export to Excel™ functionality which provides information about the data. We’ll discuss enhancements made to the Connector processing to continue to improve performance. Finally, we’ll demonstrate the capability of Silvon’s new custom search API capability.

**TO REGISTER:**

[www.silvon.com/courses](http://www.silvon.com/courses)

### **Did You Know? Stuff You Should Be Doing with Stratum (Users & Admin)**

Over the years, Silvon's consultants and many of our customers have uncovered a number of unique ways to do things with Stratum. During this class, we'll share some of these ideas with you and discuss several product functions that are very beneficial, but that you may not be leveraging today!

### **Using Voids to Identify Sales Opportunities (Users)**

If you'd like to pinpoint selling opportunities within your customer base using Stratum but don't know the best way to do it, this class can provide some great ideas for you! During it, we'll discuss how you can use voids (or white spaces) in your Stratum data to identify sales opportunities with accounts that haven't purchased from you recently but were expected to based on their past purchasing behavior. We look forward to having you join us during this new INSIGHT session!

### **Time & Viewer: Using Time as a Hierarchy (Users)**

Join us in this class to learn how to use time hierarchies when building your views. Our primary focus is on the use of "time hierarchies" vs. "time ranges" – although both are available to Viewer users and appropriate for different types of views. We'll cover both basic and more advanced (and unique) applications of time as a hierarchy, including its use in calculations and filters!

### **Parameter Prompting (Users)**

Using Parameter prompting with Viewer allows users an easy way to filter view results. It also helps to standardize views while providing flexibility of use. Join us during this class to learn more about the process of setting up prompts and the different types of inputs that are available for users.

### **Exporting to Excel™ & Excel™ Sourcing From Stratum (Users)**

During this session, we'll review some of the features of Viewer which make exporting to Excel™ a breeze. We'll also look at how you can extract Stratum data directly using Excel™ for use in pivot tables, reports, etc.

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