NIELSEN CONNECT EXPRESS

**Cloud-Ready with
Microsoft Azure**

Profitable growth depends on whether you can anticipate new trends, fend off competitors and effectively target consumers at the speed in which they change their minds.You need an environment that allows you to access data and analytics, so you can make smart, enterprise wide decisions – at scale.

Leveraging our trusted, secure, cloud-ready solution – you'll have faster time to insights and opportunities to adopt new, innovative services such as machine learning or AI into your workflow.

With **Connect Express** you'll have access to the most complete set of data quickly and easily through our intuitive, centralized portal. With interactive visuals, a customizable suite of apps, reports and more, you can put data in the hands of more users and get exactly what you need at the moment you need it.

Easily access and automate data

Access a single, open, cloud-based solution. Our high-performance Cloud offers you faster time to insight whether you're deploying a hybrid or Cloud-first solution.

Empower more users and create self-sufficiency

Built with a highly visual, easy-to-interpret design, any resource can quickly understand what happened, obtain standard visualizations and drill through analytics intuitively.
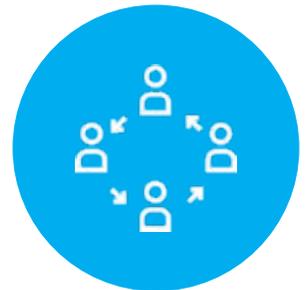
Collaborate in real time and accelerate decision making

Built-in collaborative flows, alerts, chat boxes and access to collaboration programs and partners allow you to share knowledge and swap perspectives real-time.

Microsoft

Central portal

Easy to digest reports

Casual user dashboards

Suite of Analytic Applications

Power user and Analyst tools

Add-on Connected Partners

AN ASSET ACROSS BUSINESS ALL FUNCTIONS

Brand Manager - Understand the drivers of category and brand performance—across both your brand and your competition. Powered by a first-of-its-kind analytic model, you'll have the ability to see your sales and media drivers together in one place.

Key Feature: Business Drivers

Power User- Access Nielsen data on your own to answer any specific questions you have. Easily create your own tailored reports for your own business needs.

Key Feature: Ad-Hoc Analysis

Sales & Marketing - Access pre-defined stories, powered by automation, to collaborate and tell the best brand story for when retailers ask for insights and recommendations on the fly.

Key Feature: Stories

R&D Manager- Detect and measure innovation trends and revenue across a category. By combining AI with product characteristics and sales data, you can seamlessly identify new products, benchmarks launches, and aggregate performance for each player in your category.

Key Feature: Innovation Performance & Measurement

For more information, please contact your Nielsen account manager

Microsoft