USER GUIDE

www.edadata.com

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1.2 System Requirements

1.2.1. Microsoft Internet Explorer 5.5 or greater
(Note: Mozilla Firefox, AOL, etc. are not supported)

1.2.2. High-speed internet connection

1.3 Data Available to you in Catapult

1.3.1. Two criteria will affect the data you have available in your Catapult account:

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1.5 Catapult Daily Batch Update and Email Alerts

1.5.1. EDA runs a batch process each evening to upload new data to Catapult.

1.5.2. The New Records count and Watch List on your Catapult homepage are refreshed during the batch process each evening. All new data will be available the morning after the batch process completes.

1.5.3. Catapult email alerts are also generated during the batch process. You will receive a consolidated email alert after each batch process, which will include:

1.5.3.1 New Records – The email alert will display the number of new records that have been added to Catapult that match your subscription parameters. The alert will give a Unit Count as well as a Buyer Count for new records.

1.5.3.2 First-Time Buyers – The email alert will display the number of buyers added to Catapult that are new to your data set. The alert will also display the number of units those first-time buyers have financed.

1.5.3.3 Watches – The email alert will display a summary of the data that fits the parameters of the Watches you have set up in Catapult. The email will contain the Watch Name and Description as well as Unit and Buyer counts, and a link to Catapult so that you can easily log in and access your results.

1.6 General Tips and Information

1.6.1. Timeout period for inactivity

1.6.1.1 As a security measure, your Catapult session will end after 20 minutes of inactivity.

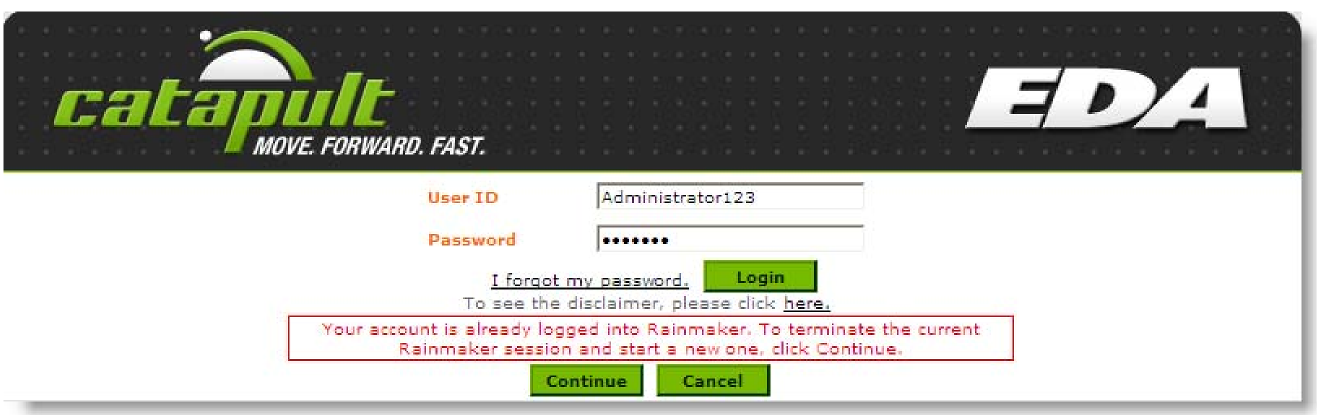
1.6.1.2 If your session ends due to inactivity, you will be prompted for your username and password and will be able to immediately log back into your account.

1.6.2. Always use the “Logout” button to end your Catapult session

1.6.2.1 Catapult has a built-in security measure that tracks your progress through the site.

1.6.2.2 By clicking the “Logout” button, you will inform Catapult that you have chosen to end your current session. If you choose to log back into Catapult you can do so immediately.

1.6.2.3 **DO NOT USE the “Back” or “X” buttons on your internet navigation bar.** If you do use either one of these buttons, Catapult will not know you have ended your session and will think you are still logged in. As a result, you will see the following message when you attempt to log back into your account:



1.7 Icons and Images

Icon	Function	Description
▲	Collapse Section	This icon indicates that a section of the page is expanded, and all of the information is viewable. Clicking this icon will collapse the section and hide its contents.
▼	Expand Section	This icon indicates that a section of the page is collapsed, and all of the information is hidden. Clicking this icon will expand the section and display its contents.
+	Open Selection Tool	Clicking this icon will open a popup window that allows you to make selections for the section or subsection.
	New Record Flag	This image indicates that new records have been added to the corresponding Watch within the selected timeframe.
	Help Link	Clicking this icon will open a popup window with a summary of the section, as well as links to related video tutorials and the written user guide.

1.8 Common Behaviors

1.8.1. Deleting Entries

1.8.1.1 To remove a Watch, Query, or any selection made in Catapult, click in the appropriate box under the “Selection” header and then click on the “Remove Selected” link.

1.8.1.2 To remove all items in a list, choose the “Select All” box and then click on the “Remove Selected” link.

1.8.2. Sorting Table Listings

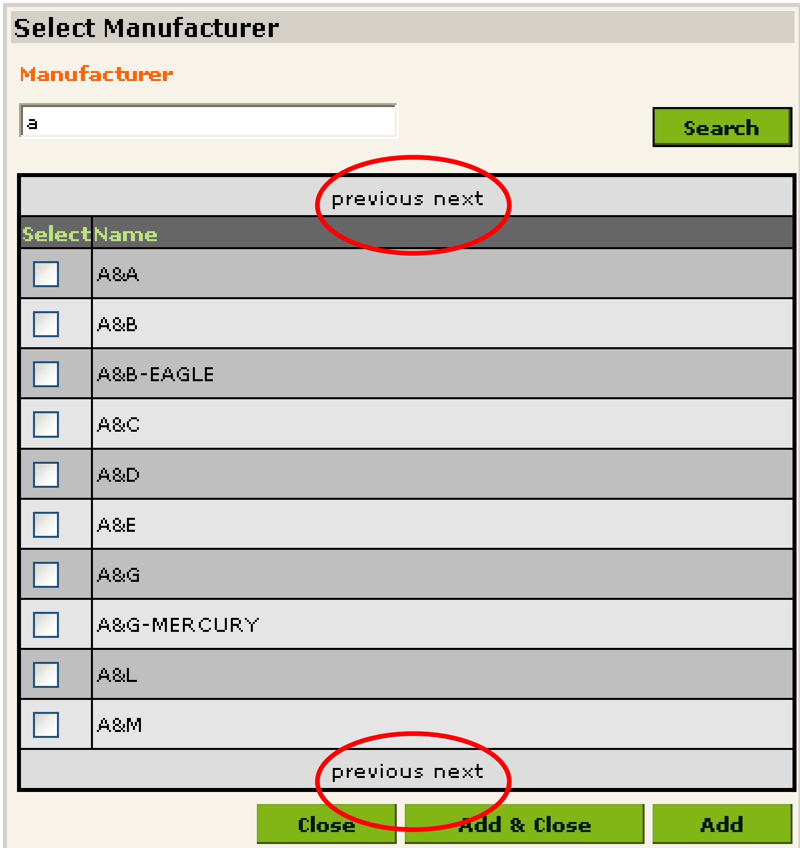
1.8.2.1 Most of the information that is stored in Catapult is presented in a table format. These tables can be sorted by any of the column headers. Clicking the column header will allow you to sort by column in ascending order; clicking the header again will sort in descending order.

1.8.2.2 For example, if you would like to sort your list of Queries alphabetically by name, click the “Name” link. Click the “Name” link again to view the list in descending order.

1.8.3. Paging through Table Listings

1.8.3.1 Up to ten items can be displayed in Catapult selection lists.

1.8.3.2 If a table includes more than ten items, use the “Previous” and “Next” links at the top and bottom of the table to navigate to the remaining records.



2.0 Log In

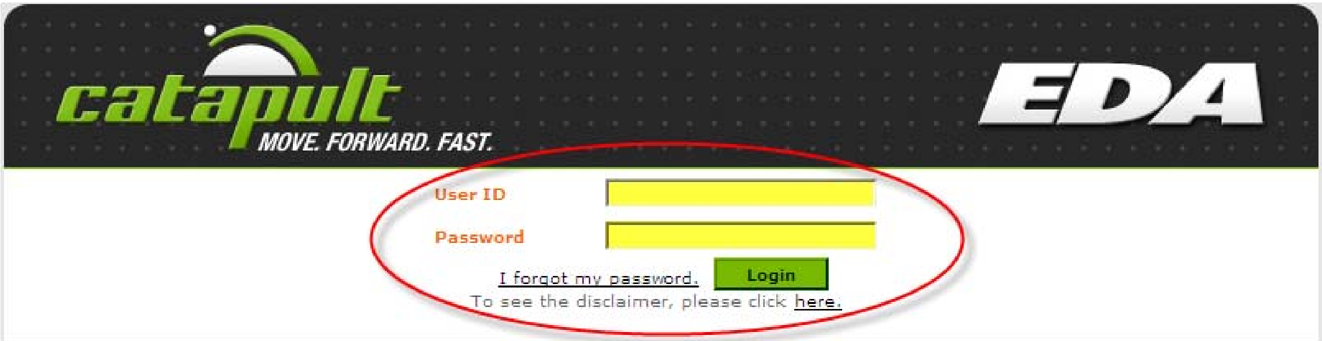
2.1 Log into Catapult

2.1.1. The Catapult Welcome email contains your User ID and Password.

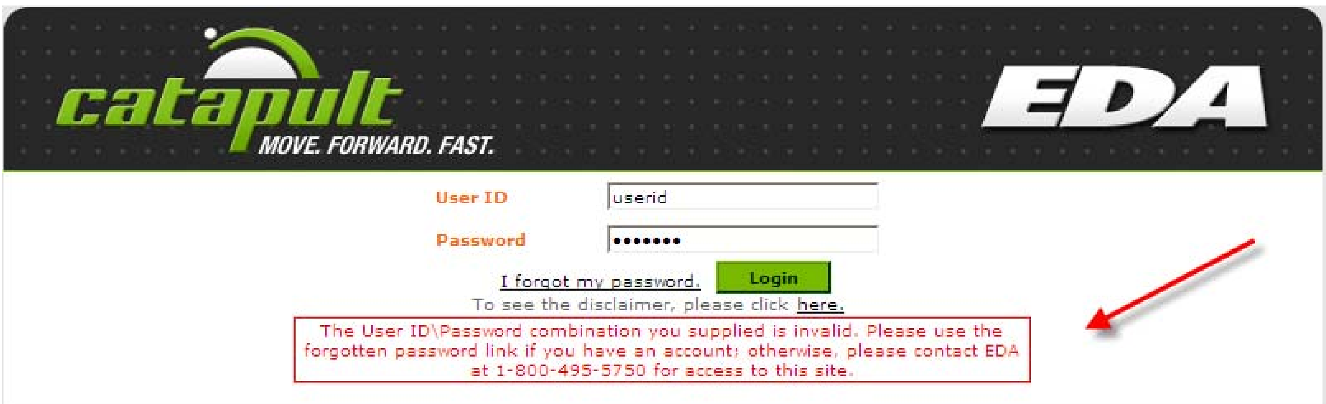
2.1.1.1 Once an Administrative User is set up by EDA, an automated email will be generated as part of the nightly batch process. The email will contain the Administrator's User ID and Password.

2.1.1.2 Once the organization's Administrative User sets up other Users, an automated email will be generated as part of the nightly batch process. The email will be sent to the new User and will contain his/her User ID and Password.

2.1.2. To log in, go to www.edadata.com and enter your User ID and Password.



2.1.3. If you enter an incorrect User ID or Password, or your account has been inactivated, you will receive the following error message:

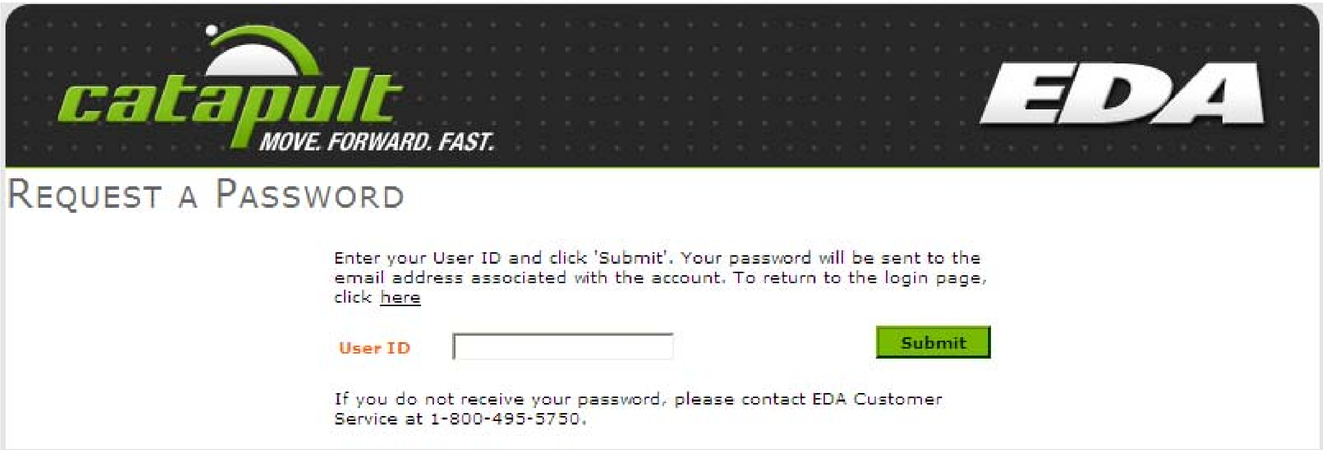


2.2 Retrieve a Forgotten Password

2.2.1. If you forget your password, use the "I Forgot My Password" link.

2.2.1.1 Click the "I Forgot My Password" link on the Catapult Login page.

2.2.1.2 Enter your Catapult User ID, and then click "Submit".



2.2.2. Catapult will immediately email your password to the address specified in your account.

2.2.3. If you do not receive an email:

2.2.3.1 Contact your Administrator to ensure your email address is accurate in your Catapult account and/or to determine if your Administrator has made your account inactive.

2.2.3.2 Contact EDA to ensure you have access to Catapult.

2.3 Welcome Page

The Welcome page is your dashboard to the latest data, announcements, and Watch results.

2.3.1. **New Records Hyperlink** – The top of the Welcome page will indicate how many records (units) were added to your account during the chosen default Time Frame (Last Login or Last 30, 60, or 90 Days).

2.3.1.1 Click on the hyperlink to access the new records.

2.3.1.2 Use the Time Frame dropdown selection on the Welcome page to recalculate your New Records count for a different timeframe.

2.3.1.3 The default Time Frame can be modified in the Preferences section under User Management.

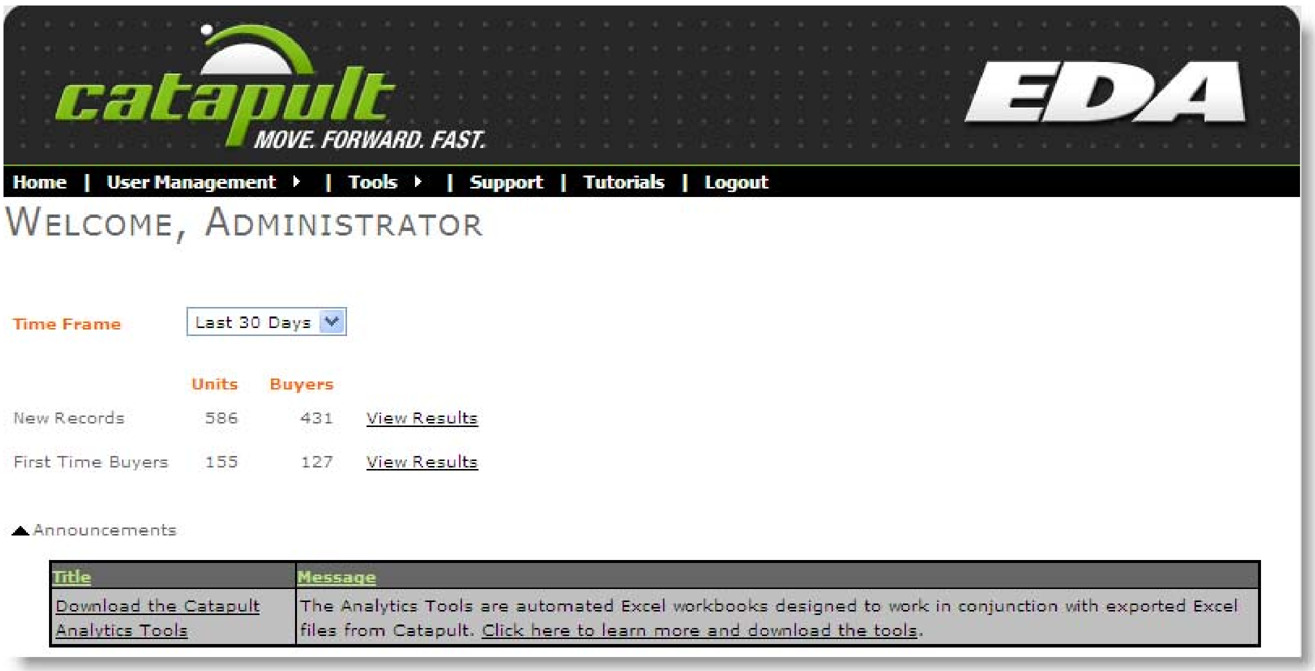
2.3.2. **First Time Buyers Hyperlink** – Under the New Records hyperlink, there is a count specifically for buyers who are new to your data set.

2.3.2.1 Click on the hyperlink to access the First Time Buyer records.

2.3.2.2 Use the Time Frame dropdown selection on the Welcome page to recalculate your First Time Buyer count for a different timeframe.

2.3.2.3 The default Time Frame can be modified in the Preferences section under User Management.

2.3.3. **Announcements** - The Announcements section displays important messages from EDA. Click the title of the message to view the full announcement.



2.3.4. **Watch Results Hyperlinks** - The Welcome page provides a dashboard for your Watch results and activity. When your email alert includes new Watch results, click on the “Login to Catapult to access your results” hyperlink contained in the email.

2.3.4.1 An orange bullet will appear to the left of any Watch that has records within your chosen default Time Frame that match the Watch’s parameters.

2.3.4.2 Click on the Watch name (hyperlink) to navigate to the Results page.

2.3.4.3 The Watch list on the Welcome page is updated during the nightly batch process and will display all of the Watches that you have set up in your Catapult account (Note: Watches created today will not display on the Welcome page until tomorrow).

2.3.4.4 Important: the Watch results displayed on the Welcome page are calculated based on the default Time Frame selected in the Preferences section of Catapult. Default Time Frame changes made today will not display on the Welcome page until tomorrow. However, you can immediately run the results in the Tools > Watches section of Catapult.

2.4 “Data is Loading” Alert Box

2.4.1. An orange box with the alert “Your data is being loaded” will display at the top of every page while Catapult is loading your data.

2.4.2. While your data is being loaded you can perform any task in Catapult except for exporting data.

2.4.3. Click the “Click here to refresh the page” link to refresh the page and confirm that your data has completed loading, or navigate to another page in Catapult and the status will automatically update.

2.4.4. Upon logging into Catapult, the initialization process builds your dataset.

2.4.4.1 This dataset is based on the data your organization has purchased from EDA, as well as the data your Administrator has made available to your individual account.

2.4.4.2 By building the dataset upon login, Catapult is able to more quickly return Query and Watch results based on your specific subset of data.

3.0 User Management

3.1 View your Organization’s Users (Administrators Only)

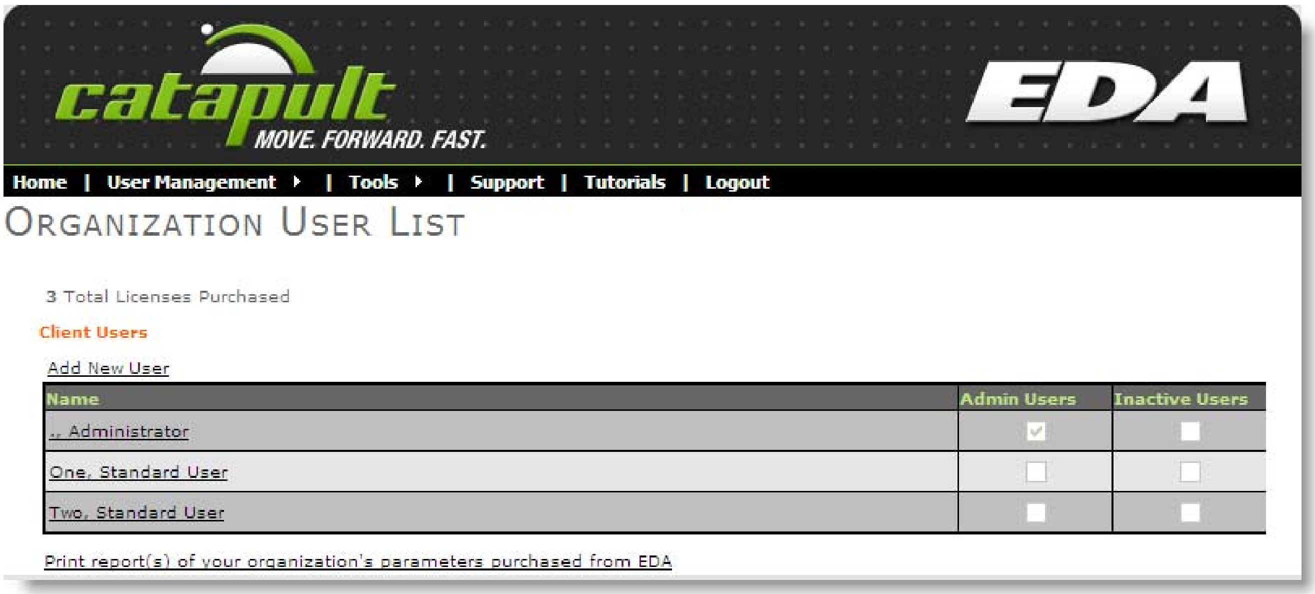
3.1.1. From the User Management menu, select the User List option.

3.1.2. The User List page will display the number of licenses your organization has purchased from EDA.

3.1.3. The User List page displays all of the users in your organization, including inactive users. Inactive users are identified by a check mark in the corresponding box in the Inactive Users column.

3.1.4. If the corresponding check box is populated in the Admin Users column, that user has been identified as an Administrator. Any user who does not have a check in the Admin Users column has been designated as a Standard User.

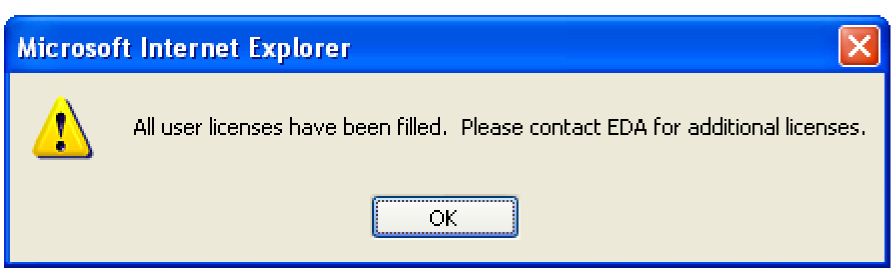
3.1.5. You may click each user's name to view and/or modify their profile.



3.2 Add or Modify a User (Administrators Only)

3.2.1. Use the "Add New User" link on the User List page to add new users to your account.

3.2.2. If you have already assigned the number of licenses your organization purchased, Catapult will display the following message:



3.2.3. Modify New or Existing User Profiles

3.2.3.1 All fields are required (with the exception of "Address 2").

3.2.3.2 Enter/modify the user's name, title, and contact information.

3.2.3.3 Enter/modify the User ID, then click the "Validate User ID" button. If the User ID is already in use, you will receive an error message stating that the User ID is not unique. If the User ID is unique, you will see a confirmation message.

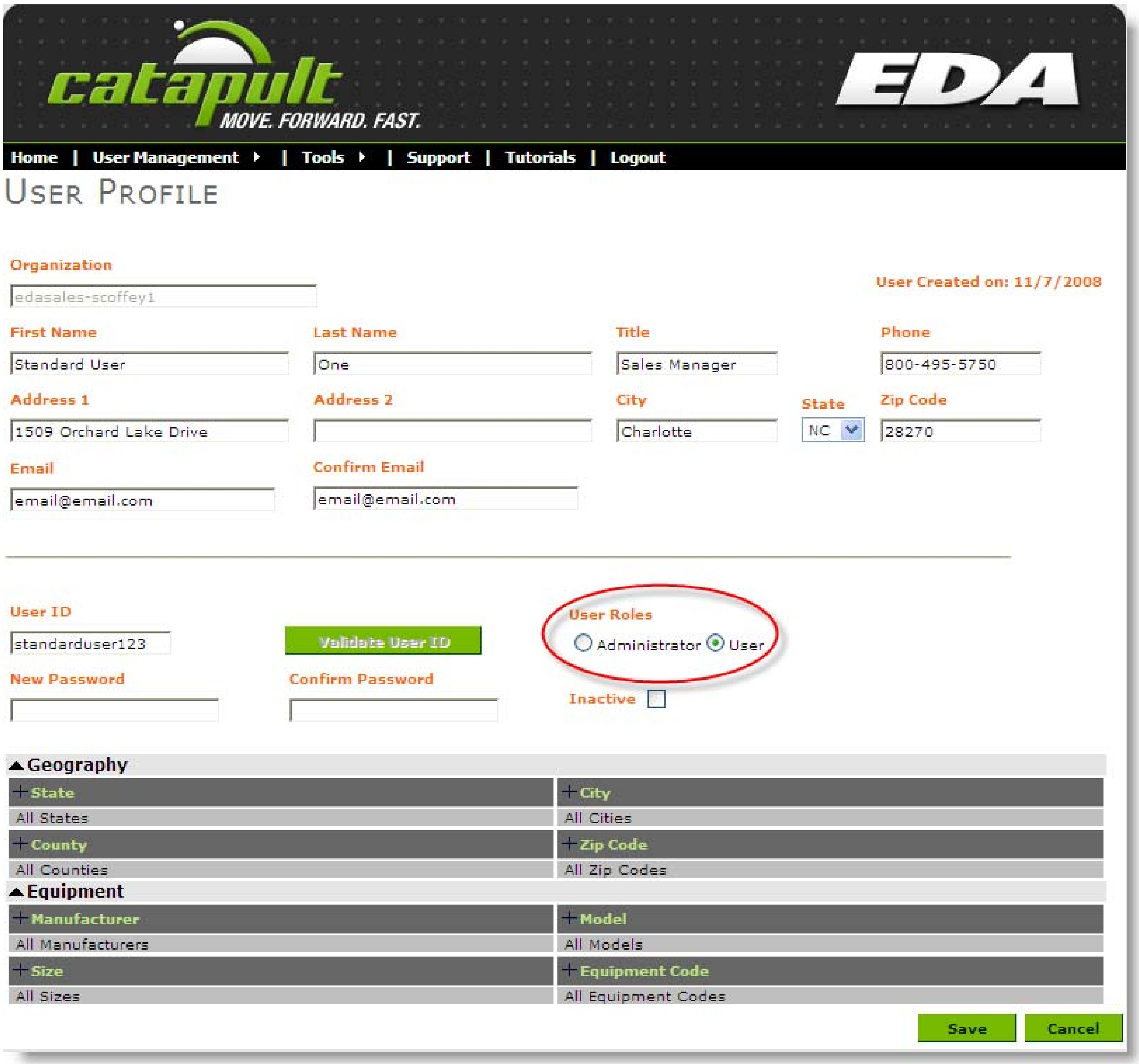
3.2.3.4 Leave the Inactive checkbox unselected. Clicking this box will disable the user account and only EDA can reactivate the user.

3.2.3.5 Enter a password for the user in both password text boxes. Note: the password must be a minimum of six characters in length.

3.3 Assign Administrative or Standard User Rights (Administrators Only)

3.3.1. Identify whether the user will be an Administrator or Standard User by clicking in the appropriate box.

3.3.2. If you choose to provide a user with administrative rights, your next invoice will reflect the Administrative User monthly rate.



3.4 Assign Geography or Equipment Filters (Administrators Only)

3.4.1. A user will have access to all data within your organization's parameters unless the Administrator restricts the user's access by Geography or Equipment type.

3.4.1.1 Once Geography or Equipment limitations are applied, the user will only have access to the records that fall within the assigned parameters.

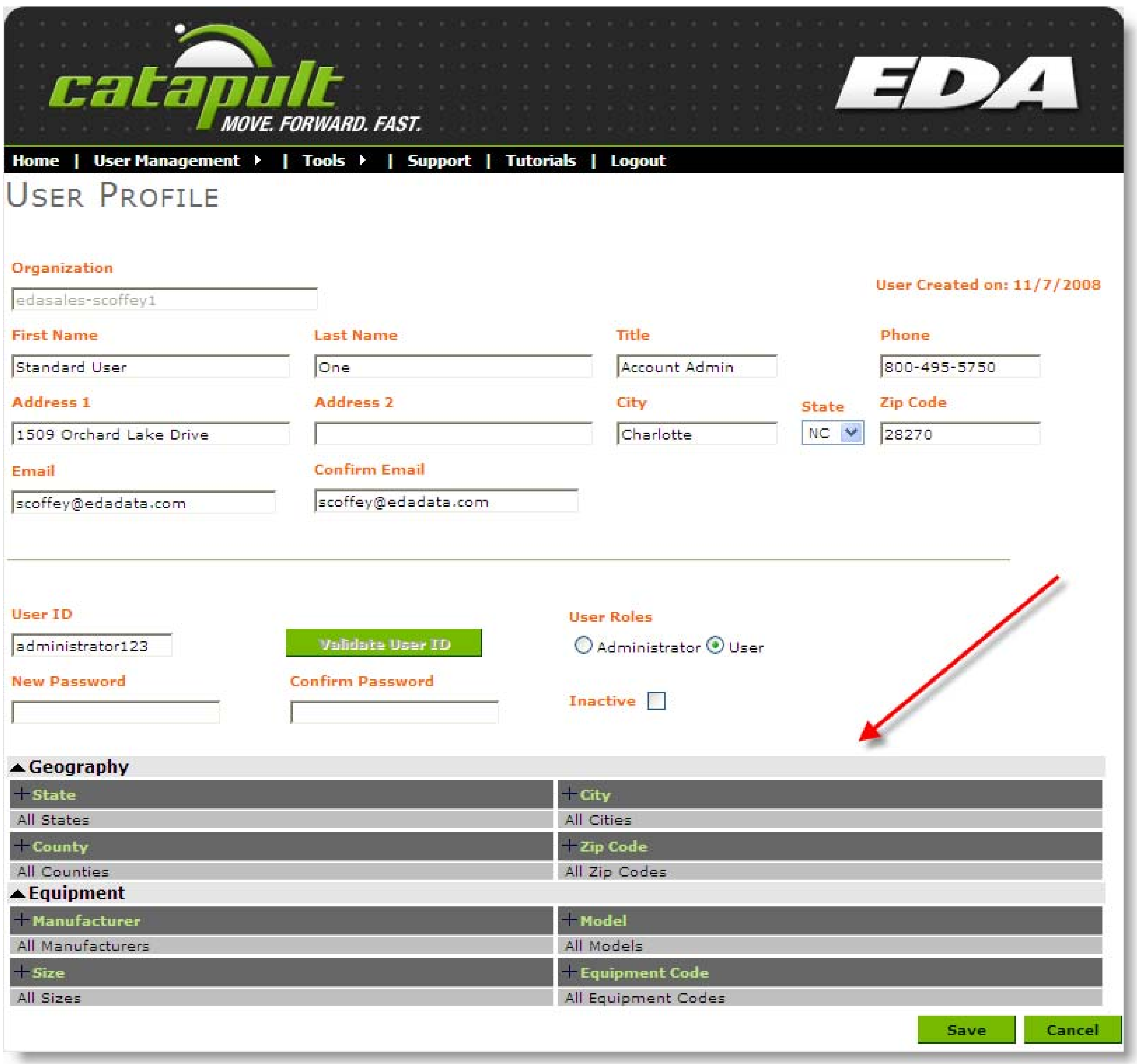
3.4.1.2 By restricting data to match geographic territories or equipment types, Watch and Query results become more pertinent to each user.

3.4.2. To limit a user's access, go to User Management and select User List. Click on the name of the User whose access you would like to restrict.

3.4.2.1 You can select any combination of State, City, County, and Zip Code to limit a user's data access by geography.

3.4.2.2 You can select any combination of Manufacturer, Model, Size, or Equipment Code to limit a user's data access by equipment type.

3.4.2.3 You can also make selections under both the Geography and Equipment filters to restrict a user's data access by both geography and equipment type.

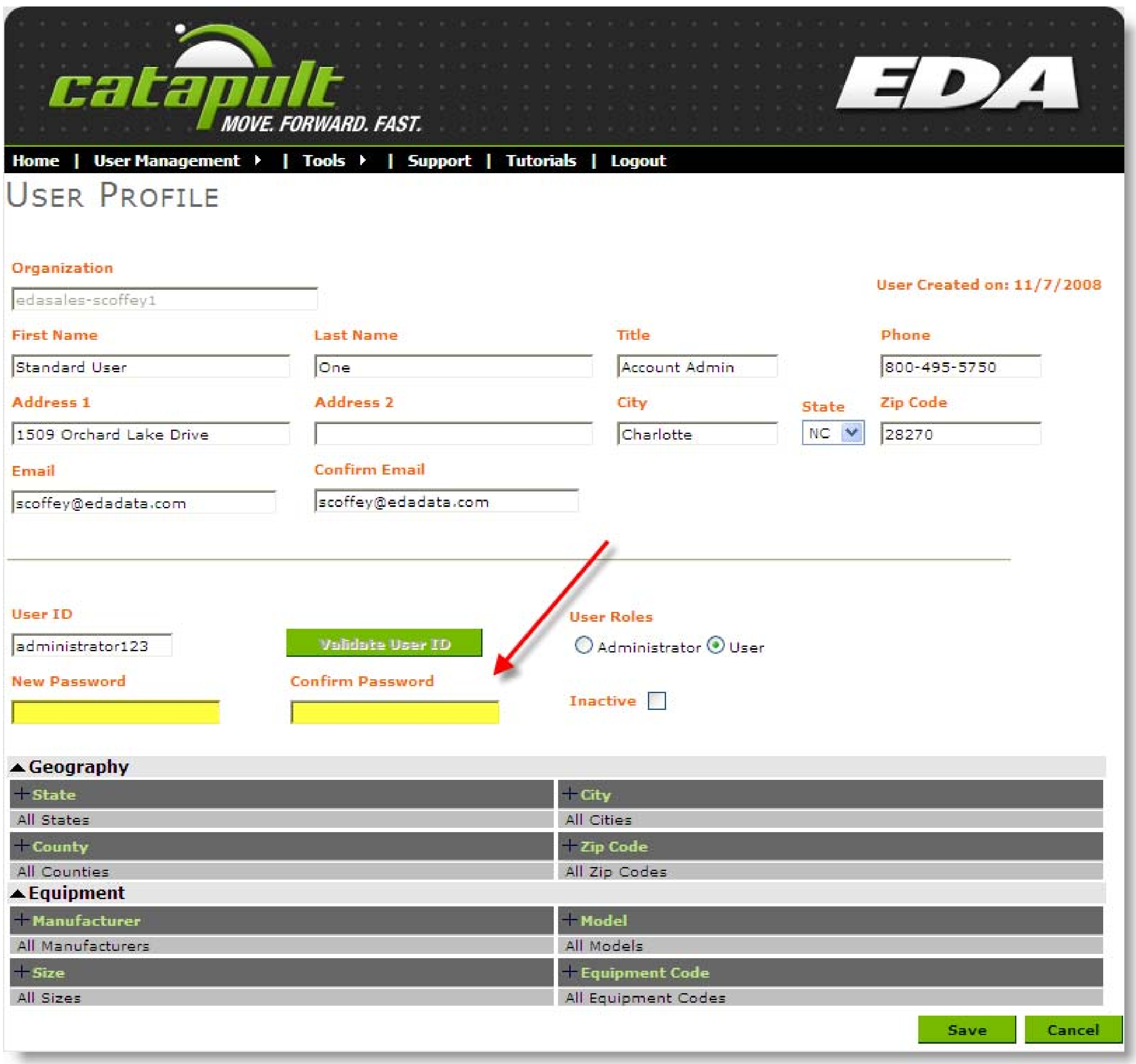


3.5 Changing your Catapult password

3.5.1. EDA recommends that you change your password the first time you log into Catapult, and then change your password every one to three months afterward.

3.5.2. Select the User Profile option from the User Management menu.

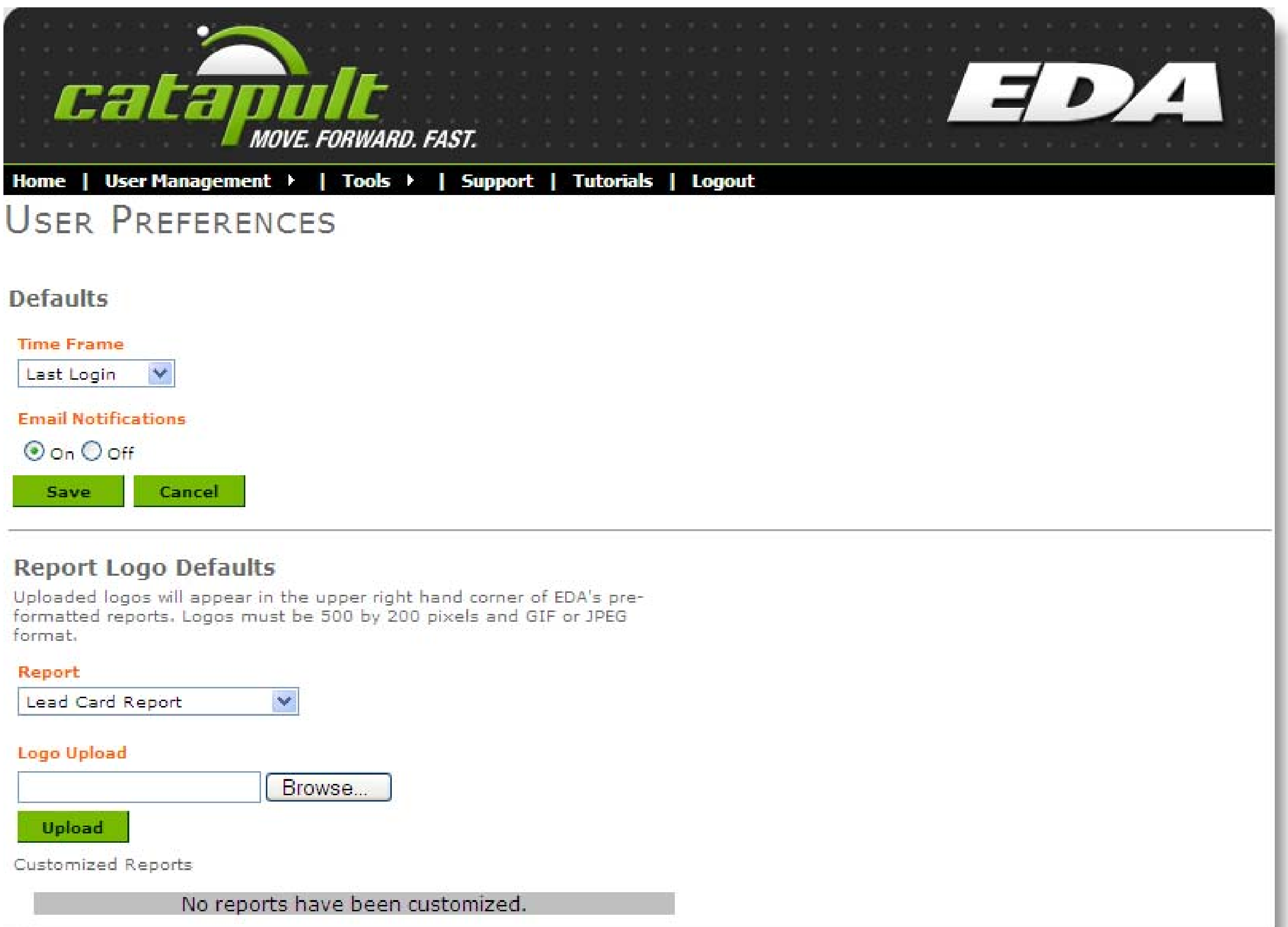
3.5.3. Type your new password in the New Password and Confirm Password text boxes, and then click “Save”.



3.6 Modify your Catapult User Preferences

3.6.1. From the User Management menu, select the User Preferences option.

3.6.2. The User Preferences page allows you to customize certain Catapult features.



3.6.3. **Time Frame**

3.6.3.1 You can select a default Time Frame of Last Login, Last 30 Days, Last 60 Days, or Last 90 Days.

3.6.3.2 The chosen default Time Frame will determine:

- The initial Time Frame displayed on the Welcome page for new results.

- The timeframe utilized to calculate Watch results during the nightly batch process, which impacts your Watch results and email alerts.
- The timeframe utilized to calculate the Watch results that are returned when a Watch is run in the Tools > Watches section of Catapult.

3.6.3.3 The Last Login timeframe is based on daily login. For example, if you logged in earlier today, when you log in this afternoon the results will be the same. The results will not change until Catapult refreshes each evening during the batch process.

3.6.3.4 EDA recommends a default Time Frame of Last Login so that your alerts will include only the data that has been added to Catapult since your last login.

3.6.4. **Email Notifications**

3.6.4.1 By default, email notifications are turned on.

3.6.4.2 With email notifications turned on, you will receive a consolidated email alert when new data is added to your account and/or when one of your Watches trips.

3.6.5. **Report Logo Defaults** - The Report Logo Defaults section allows you to specify custom images (such as your organization's logo) to apply to Catapult's preformatted reports.

3.6.5.1 The uploaded logo will appear in the top right corner of EDA's preformatted reports.

3.6.5.2 The logo must be 500 by 200 pixels in size and in .gif or .jpg format.

3.6.5.3 Select the report to which you want to apply the logo.

3.6.5.4 Click the "Browse" button, select the image containing the logo, and click "Open".

3.6.5.5 Click the "Upload" button.

3.6.5.6 The Customized Reports section at the bottom of the page lists the reports that already have a logo applied. Click the name of the report to view the custom logo image.

4.0 Filters

4.1 Filter Overview

4.1.1. Throughout Catapult, the filters behave identically.

4.1.2. Filters allow a Catapult user to refine their results by selecting specific criteria. Filters also provide Administrators the power to define their users' Geography and/or Equipment parameters, ensuring each user's Queries and Watches are relevant to their specific territory and/or industry.

4.1.3. With the exception of Geography, when a selection is made in Catapult, only records that match ALL selections will be returned.

4.1.3.1 All non-geography selections behave as an "AND" condition between all other chosen parameters (i.e. each selection will further narrow the results).

4.1.3.2 Conversely, geography behaves as an "OR" condition between the four geography filters and an "AND" condition between all other non-geography selected parameters (i.e. [State "OR" City "OR" County "OR" Zip] "AND" any other non-geography selection).

4.1.3.3 Within the individual filters, your selections behave as an "OR" condition (e.g. utilizing the equipment code parameter to choose "0320 – Mini Excavator" and "0500 - Skid Steer Loader" would return results matching either "0320" OR "0500").

4.1.3.4 Example:

- Manufacturer = CAT
- Equipment Code = 0320 (Mini Excavator), 0500 (Skid Steer Loader)
- Age = New
- Status = Sale, Lease
- State = SC, GA
- Counties = NC (Mecklenburg, Union)

Query Results would return only: New CAT Mini Excavators or Skid Steer Loaders that have a UCC Filing Status of Sale or Lease that were filed in SC, GA, or in Mecklenburg or Union counties in NC.

4.4 Date Filters

4.4.1. The Date filters allow you to limit your Query or Watch results to a certain date range. By default, the dates you enter in the Date filter will correspond to the dates the UCCs were filed.

4.4.2. The Upload Date option allows you to Query for data that was added to Catapult in a particular timeframe. This way you can pull information on just the newest results.

4.4.2.1 To view all UCCs that were filed in the month of December, I would choose to Query by UCC Date and enter December 1st as my From date and December 31st as my To date.

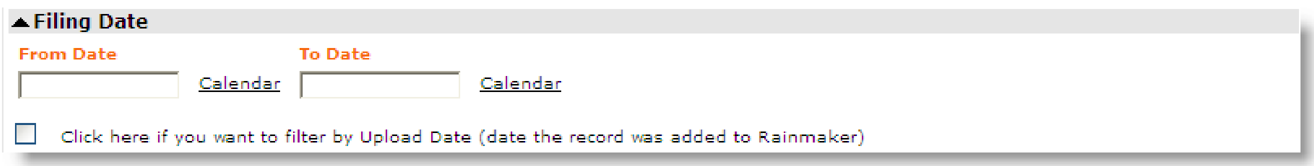
4.4.2.2 To view all UCCs that were added to my Catapult account in the month of December, I would choose to Query by Upload Date and enter December 1st as my From date and December 31st as my To date.

4.4.3. In the Date fields, you can either type the date in the format of mm/dd/yyyy or use the provided calendar link to select the dates.

4.4.4. If you choose not to specify either a “From” or “To” date, your Query will pull data from the earliest date available in your Catapult dataset through the current date.

4.4.5. In most cases, you may want to enter a “From” date and leave the “To” date blank. That way your Query will pull data from the start date through the current date each time you run it.

4.4.5.1 For example, if I build a Query to monitor all UCC activity in 2009, I would enter 01/01/2009 in my From date field and leave the To date field blank. Each time I ran that Query, it would pull all data from January 1, 2009 through the current date.



4.5 Equipment Filters

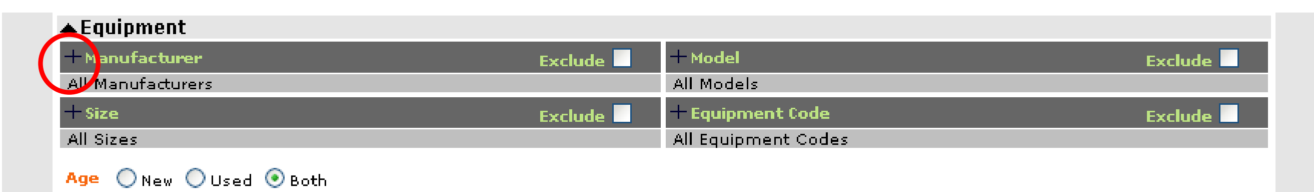
4.5.1. Each selection of Manufacturer, Model, Size, and Equipment Code allow users to further refine results. Equipment filters are located in the following Catapult applications:

4.5.1.1 User Profile

4.5.1.2 Query Builder

4.5.1.3 WatchTools

4.5.2. To apply a filter, click on the “+” sign next to the appropriate filter.



4.5.3. **Manufacturer**

4.5.3.1 Click the “+” next to the Manufacturer filter.

4.5.3.2 Type in the desired manufacturer’s name, or the first few characters of the manufacturer’s name.

4.5.3.3 Click the “Search” button.

4.5.3.4 Click in the box next to each desired manufacturer.

4.5.3.5 Use the “Select All” option if you would like to select all of the manufacturers displayed in that pane.

4.5.3.6 Click on “Add” if you would like to leave the dialog box open and select additional manufacturers. Click on “Add & Close” to add the manufacturer(s) and return to the Query Builder screen.

4.5.3.7 Unless your organization purchased records only for specific manufacturers, then all manufacturers for all industries in EDA’s database could be returned in the Manufacturer search box.

4.5.3.8 NOTE: Query and Watch results will only return records for the data you have available to your account.

4.5.4. **Model**

4.5.4.1 Click the "+" next to the Model filter.

4.5.4.2 You can search for models by Manufacturer, by Model name/number, and/or by Equipment Description.

4.5.4.3 To search for models of a certain manufacturer, type in the desired manufacturer's name (or the first few characters) and click "Search". All models for the selected manufacturer will be displayed.

4.5.4.4 To search by model name or number, type the model name or number in the appropriate box and click "Search". NOTE: EDA uses a dash between letters and numbers in model names.

4.5.4.5 To search for models by Equipment Description, type the description (or the first few letters of the description) in the appropriate box and click "Search".

4.5.4.6 Click in the box next to each manufacturer /model combination you would like to include in your results. You can use the "Select All" function if you would like to include all models displayed in that pane.

4.5.4.7 Click on "Add" if you would like to leave the dialog box open and select additional models. Click on "Add & Close" to add the selected model(s) and return to the Query Builder screen.

4.5.4.8 Unless your organization purchased records only for specific models, then all models for all industries in EDA's database could be returned in the model search box.

4.5.4.9 NOTE: Query and Watch results will only return records for the data you have available to your account.

4.5.5. **Size**

4.5.5.1 Click the "+" next to the Size filter.

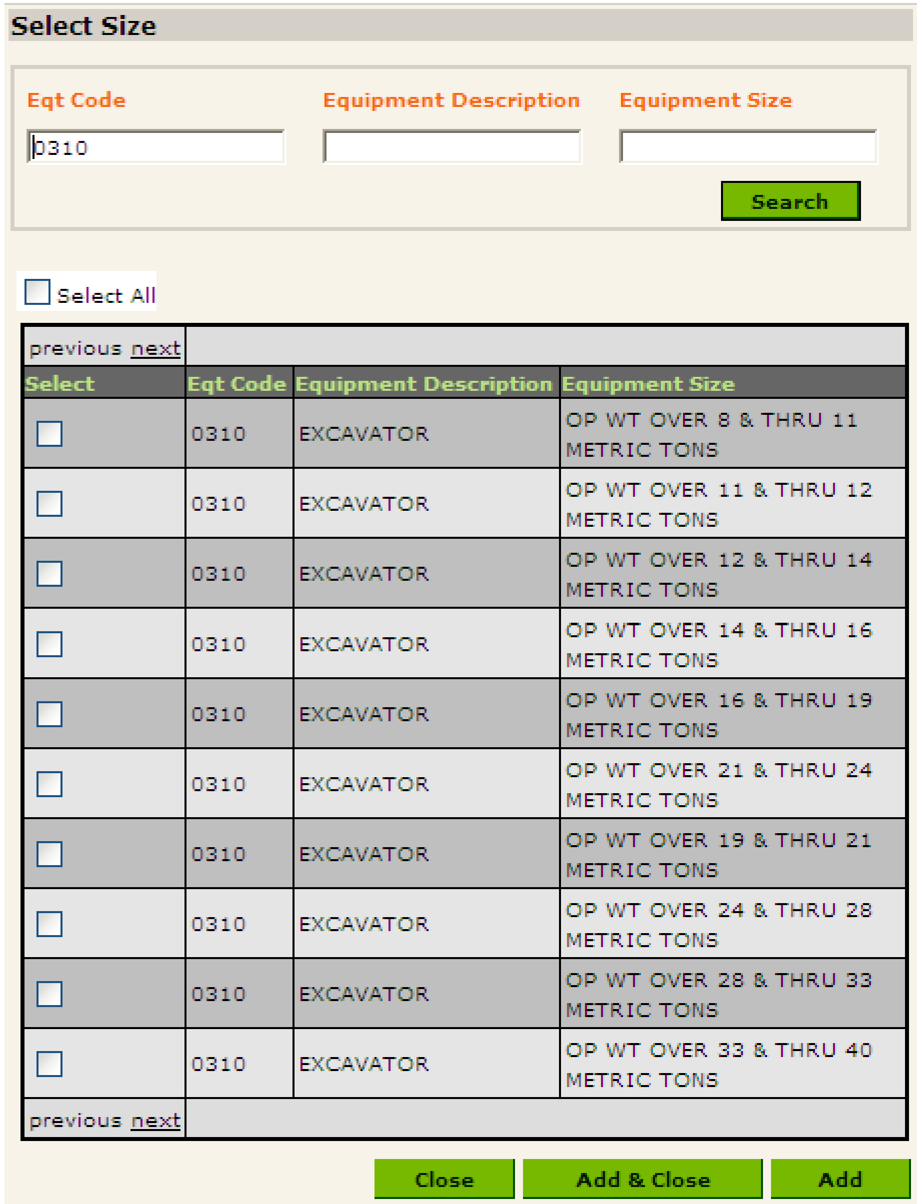
4.5.5.2 You can filter for equipment size by entering in EDA's 4-digit Equipment Code, Equipment Description, and/or Equipment Size. NOTE: you can download a copy of EDA's Equipment Code list from our Support Site.

4.5.5.3 Click in the box next to each size you would like to include in your results. You can use the "Select All" function if you would like to include all equipment sizes displayed in that pane.

4.5.5.4 Click on "Add" if you would like to leave the dialog box open and select additional sizes. Click on "Add & Close" to add the selected size(s) and return to the Query Builder screen.

4.5.5.5 Unless your organization purchased records only for specific sizes, then all sizes for all industries in EDA's database could be returned in the size search box.

4.5.5.6 NOTE: Query and Watch results will only return records for the data you have available to your account.



4.5.6. Equipment Code

4.5.6.1 Click the "+" next to the Equipment Code filter.

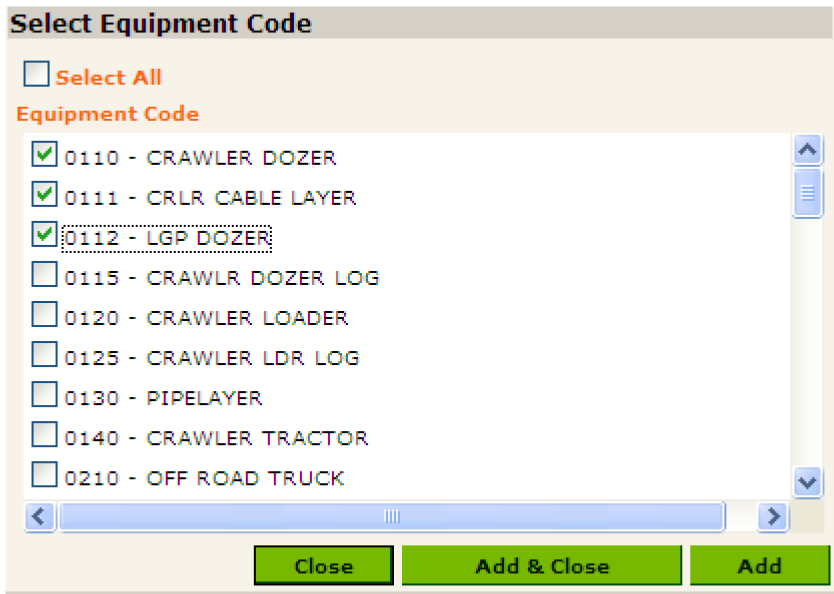
4.5.6.2 The Equipment Code filter is sorted in ascending order by EDA's 4-digit equipment code. NOTE: You can download a copy of EDA's Equipment Code list from the EDA Support site.

4.5.6.3 Click in the box next to each code you would like to include in your results. You can use the "Select All" function if you would like to include all equipment codes displayed in that pane.

4.5.6.4 Click on "Add" if you would like to leave the dialog box open and select additional equipment codes. Click "Add & Close" to add the selected code(s) and return to the Query Builder screen.

4.5.6.5 Most organizations purchase their data based on EDA's equipment codes. In most cases, the user will only see the specific equipment codes their organization has purchased. However, if their organization purchased the data based on alternative parameters (i.e. manufacturers, equipment size), then all equipment codes for all industries in EDA's database could be returned in the equipment code search box.

4.5.6.6 NOTE: Query and Watch results will only return records for the data you have available to your account.



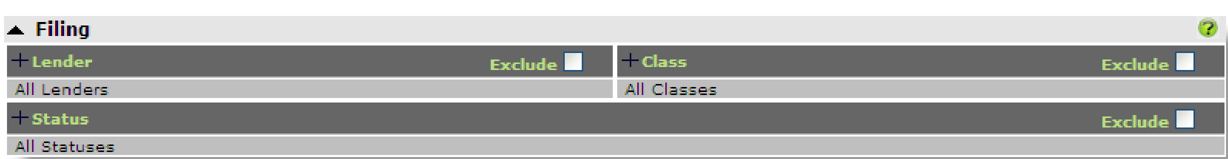
4.5.7. **Age**

4.5.7.1 The "Age" filter allows the user to select equipment with a UCC filing status of new, used, or both.

4.5.7.2 By default "Both" is selected so that your Query will include equipment of all ages.

4.6 Filing Filters

4.6.1. The Filing section allows you to specify the lender, class, and/or status of the UCC filings you want returned with your results.



4.6.2. **Lender**

4.6.2.1 Type in the desired lender, or the first few characters of the lender's name, in the "Lender Name" box. You can also search by Lender ID number, or the City or State in which the lender is located.

4.6.2.2 Click on "Search".

4.6.2.3 Click in the box next to the lender(s) you would like to include in your results. You can use the "Select All" function if you would like to include all lenders displayed in that pane.

4.6.2.4 Click on "Add" if you would like to leave the dialog box open and select another model. Or click on "Add & Close" to add the model and return to the query builder screen.

4.6.2.5 Unless your organization purchased records only for specific lenders, then all lenders for all industries in EDA's database could be returned in the lender search box.

4.6.2.6 Your results will return all records available to your account where the seller matches EDA's "secured party" or "assignee party" fields.

4.6.3. **Class**

4.6.3.1 The Class filter will list all EDA-defined classes of financial institutions.

4.6.3.2 The class category groups large financial entities together, such as credit unions or leasing companies.

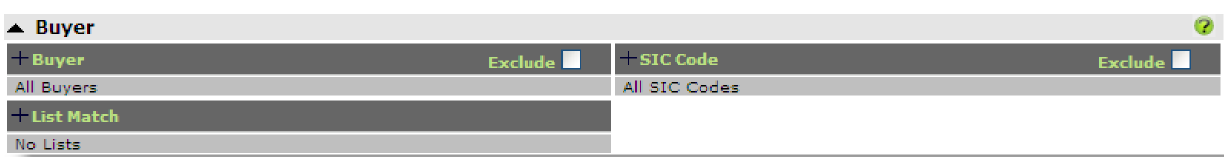
4.6.4. **Status**

4.6.4.1 "Status" refers to whether the transaction was a Sale, Lease, Rental, Refinance, Wholesale, or Termination.

4.6.4.2 Only those statuses available to your organization will appear in the window.

4.7 Buyer Filters

4.7.1. The Buyer filters allow you to narrow your results by Buyer or SIC Code, and append values from your List Match.



4.7.2. **Buyer**

4.7.2.1 You can search by Buyer Name, EDA Buyer ID, City, and/or State.

4.7.2.2 Catapult will first search for the company name and return all results that match your criteria.

4.7.2.3 If the buyer is an individual and the company name is blank (null), then Catapult will search by the individual's first name and return all results that match your criteria.

4.7.3. SIC Code

4.7.3.1 You can search for buyers within a particular industry by using the SIC Code filter.

4.7.3.2 Type in the SIC Code or a description of the industry (such as "mining" or "highway construction") and click "Search".

4.7.3.3 Click in the box next to the SIC Code(s) you would like to include in your results. You can use the "Select All" function if you would like to include all SIC Codes displayed in that pane.

4.7.4. List Match

4.7.4.1 You can append custom values from any of your organization's lists by using the List Match selection.

4.7.4.2 Click the "+" next to List Match and select the list you would like to append to your results.

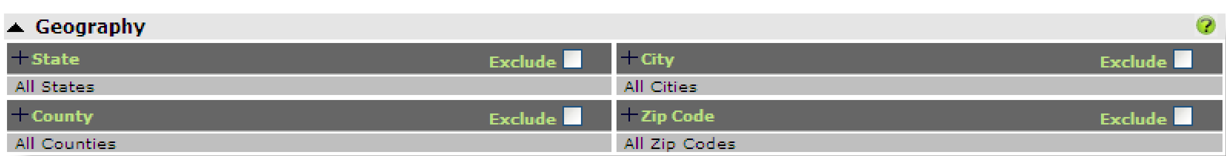
4.8 Geography Filters

4.8.1. Each selection of State, City, County, and/or Zip Code will allow you to further refine the available data. Geography filters are located in the following Catapult applications:

4.8.1.1 User Profile

4.8.1.2 Query Builder

4.8.2. To select a parameter, click on the "+" sign next to the parameter you would like to filter.



4.8.3. State

4.8.3.1 The State filter is sorted in ascending order by state name.

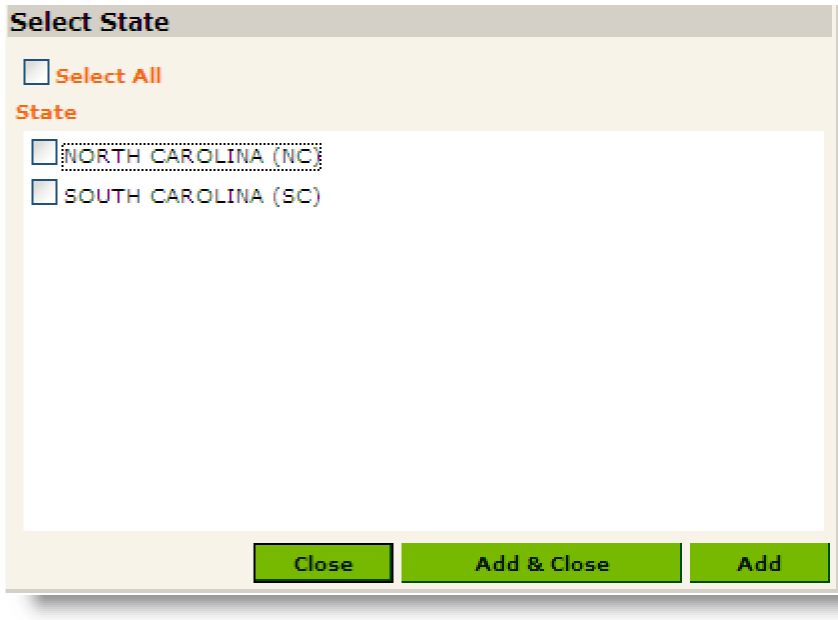
4.8.3.2 Unless your organization purchased records only for specific states, or your administrator limited your account to specific states, then all states will be listed.

4.8.3.3 Click in the checkbox next to the applicable State(s).

4.8.3.4 If you want to select the majority of the states you have access to, you can use the "Select All" option so that Catapult will select all available states. Then you can de-select the individual state or states you do not want to include in your results.

4.8.3.5 Click on "Add" if you would like to leave the dialog box open and select another state. Or click on "Add & Close" to add your chosen state(s) and return to the Catapult application.

4.8.3.6 NOTE: Query results will only return records for the data you have available to your account. If you select a state for which you have not purchased data, no results will be returned.



4.8.4. **City**

4.8.4.1 The City filter contains two list boxes: State and City. The list is sorted in ascending order by state, then city.

4.8.4.2 Unless your organization purchased records only for specific cities, or your administrator limited your account to specific cities, then all cities will be listed.

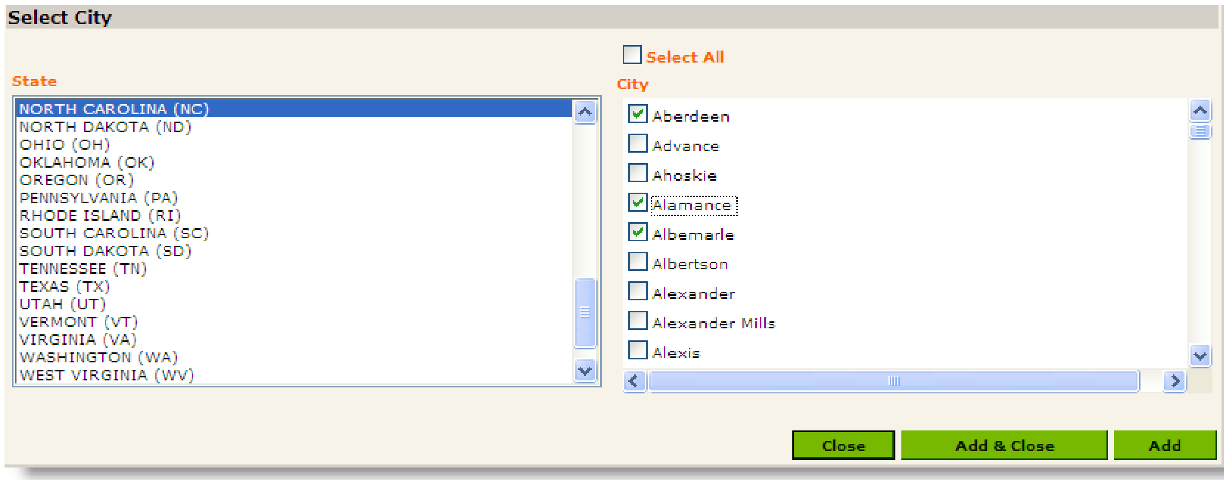
4.8.4.3 Selecting a state will populate the city list box.

4.8.4.4 Select any combination of cities for that particular state using the check box next to each city.

4.8.4.5 If you want to select the majority of the cities listed, use the "Select All" option so that Catapult will select all available cities. You can then de-select the individual city or cities you do not want to include in your results.

4.8.4.6 Click on "Add" if you would like to leave the dialog box open and select another state/city combination. Or click on "Add & Close" to add the city and return to the Catapult application.

4.8.4.7 NOTE: Query and Watch results will only return records for the data you have available to your account.



4.8.5. **County**

4.8.5.1 The County filter contains two list boxes: State and County. The list is sorted in ascending order by state, then county.

4.8.5.2 Unless your organization purchased records only for specific counties, or your administrator limited your account to specific counties, then all counties will be listed.

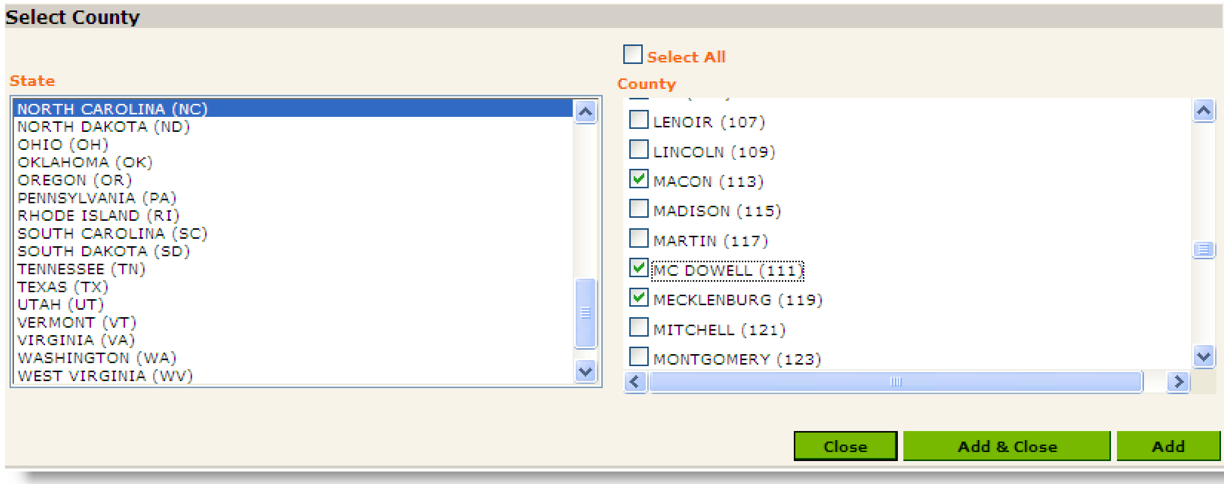
4.8.5.3 Selecting a state will populate the county list box.

4.8.5.4 Select any combination of counties for that particular state using the check box next to each county.

4.8.5.5 If you want to select the majority of the counties listed, use the “Select All” option so that Catapult will select all available counties. You can then de-select the individual county or counties you do not want to include in your results.

4.8.5.6 Click on “Add” if you would like to leave the dialog box open and select another state/county combination. Or click on “Add & Close” to add the county(s) and return to the Catapult application.

4.8.5.7 NOTE: Query and Watch results will only return records for the data you have available to your account.



4.8.6. **Zip Code**

4.8.6.1 The Zip Code filter contains two list boxes: State and Zip Code. The list is sorted in ascending order by state, then zip code.

4.8.6.2 Unless your organization purchased records only for specific zip codes, or your administrator limited your account to specific zips, then all zip codes will be listed.

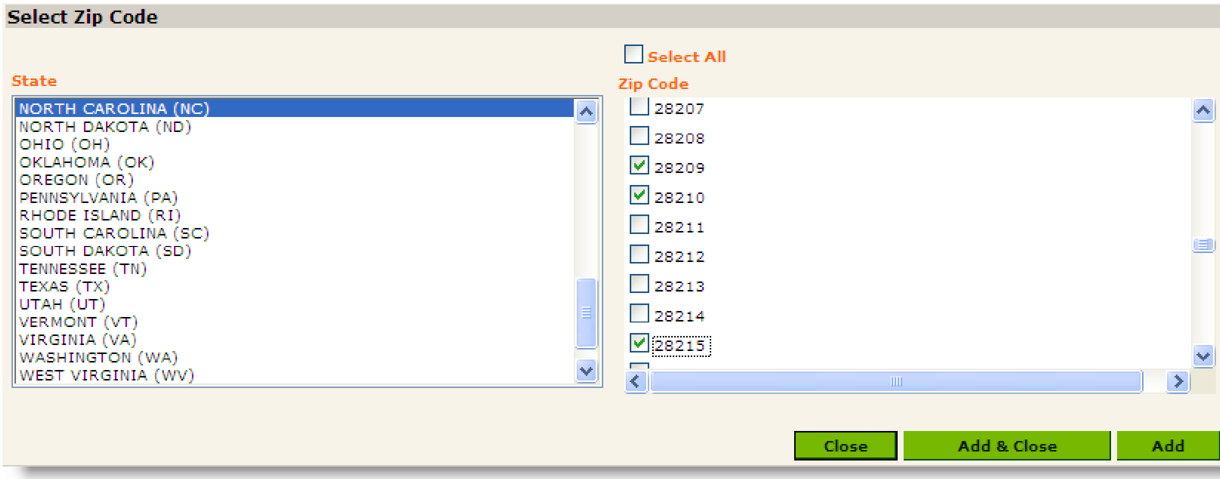
4.8.6.3 Selecting a state will populate the zip code list box.

4.8.6.4 Select any combination of zip codes for that particular state using the check box next to each county.

4.8.6.5 If you want to select the majority of the zip codes listed, use the “Select All” option so that Catapult will select all available zip codes. You can then de-select the individual zip code or codes you do not want to include in your results.

4.8.6.6 Click on “Add” if you would like to leave the dialog box open and select another state/zip code combination. Or click on “Add & Close” to add the selected zip code(s) and return to the Catapult application.

4.8.6.7 NOTE: Query and Watch results will only return records for the data you have available to your account.



4.8.7. Geography Examples: Limiting Results by State and City

The examples below demonstrate the difference between limiting by State **or** City and State **and** City:

Example 1: The following filter criteria will be used to illustrate this example:

- State – California
- City – Scottsdale, Arizona

The Query results will return filing data for the entire state of California plus any data for Scottsdale, Arizona. If California is removed from the state filter criteria, then only the data associated with Scottsdale will be returned.

Example 2: The following filter criteria will be used to illustrate this example:

- State – Arizona
- City – Scottsdale, Arizona

The Query results will return filing data for the state of Arizona. The city filter criteria will not affect the results of the Query since Scottsdale, Arizona is included in Arizona. To see results for only Scottsdale, you would need to make that selection only at the City level.

4.8.8. Geography Example: Limiting by Exclusion

Example 3: In this example, suppose that you would like to select every state ***except***:

- State – California, Arizona

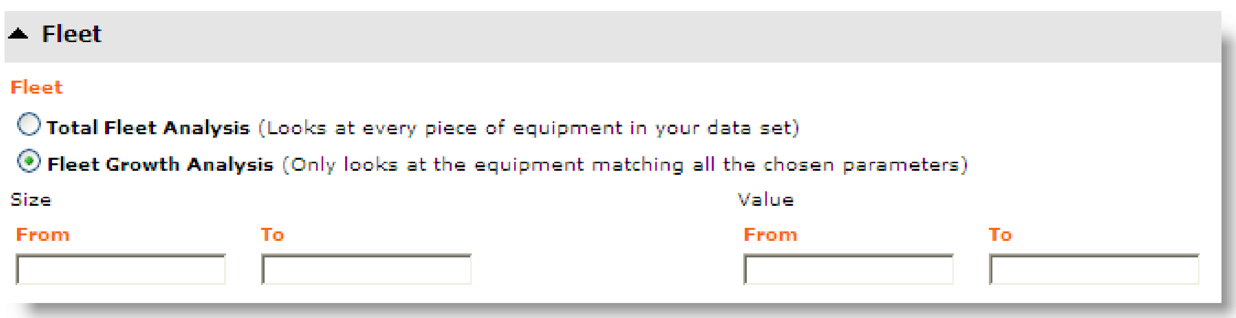
Use the plus sign next to the State filter to view the popup window, and select California and Arizona. Then, click the “Add & Close” button. Now, check the Exclude checkbox located on the right side of the State filter area. Checking this box will exclude all filter criteria selections from the Query results, so your results will contain data from all the states available to your account except for California and Arizona.

You can also use the "Select All" feature to exclude certain territories. If we want to pull data for all states other than California or Arizona, then we can use the plus sign next to the State filter to view the popup window and then click in the "Select All" check box. Making that selection will prompt Catapult to put a check in the box next to each stat, so we could then simply remove the checks from next to California and Arizona.

4.9 Fleet Filters

4.9.1. The fleet section allows you to limit the results to buyers of a certain fleet size or value.

4.9.2. By default, the Query Builder is set to use "Fleet Growth Analysis". However, if a quantity is not entered in the "From" or "To" section then fleet growth will not be applied to the Query.



4.9.3. Fleet Growth Analysis

4.9.3.1 First, Catapult creates a baseline pool of buyers based on the total number of pieces of equipment (or total value of equipment) a given buyer has in their fleet that fall within the From and To range **and** fall within the other specified Query parameters.

4.9.3.2 Fleet Growth Analysis takes into account the Query parameters, and only returns results that match the From and To range and the Query parameters.

4.9.3.3 Example: If you build a Query and select a start date of 1/1/2008, Equipment Code for excavators, and input a fleet range of 5 to 10, then your results will include any buyer who has financed between 5 and 10 excavators since 1/1/2008.

4.9.4. Total Fleet Analysis

4.9.4.1 First, Catapult creates a baseline pool of buyers that fall within the From and To range, based on the total number of pieces of equipment (or total value of equipment) a given buyer has in their fleet.

4.9.4.2 Unlike Fleet Growth, when the baseline pool of buyers is created, Catapult does not into account the Query parameters; it is looking at every piece of equipment in your data set for the buyer.

4.9.4.3 Although the baseline pool of buyers does not take into account the Query parameters, the actual Query results only return records that fall within the baseline pool of buyers From and To range **and** fall within the Query parameters.

4.9.4.4 For example, if you build a Query and select a start date of 01/01/2008, equipment code for Excavators, and input a fleet range of 5 to 10, the Query would first build a pool of buyers that have between 5 and 10 unique pieces of equipment. Your results would contain excavator finances since 01/01/2008 from your buyer pool.

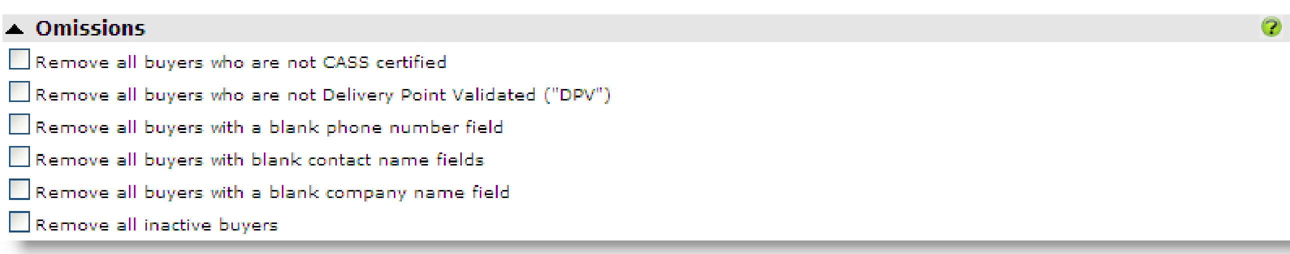
4.10 Omissions Filters

4.10.1. The Omissions filters allow you to narrow your results by excluding buyers who do not meet certain criteria.

4.10.2. Choose the “Remove all buyers who are not CASS certified” or “Remove all buyers who are not DPV certified” filter if you are going to use your Query results for mailing purposes. Removing non-CASS and/or non-DPV certified buyers will reduce the amount of undeliverable mail pieces included in your mailing. Click “Support” on the Catapult toolbar to learn more about CASS, DPV, and NCOA and how to apply these tools

4.10.1. You can further refine your results by removing all buyers with a blank phone number, contact name, and/or blank company name field.

4.10.2. Choose “Remove all inactive buyers” to remove any buyers EDA has flagged as “inactive” in our database. A buyer is typically labeled as inactive when they have moved and not left a forwarding address, or when their P.O. Box has been closed.



4.11 Save Copy To User

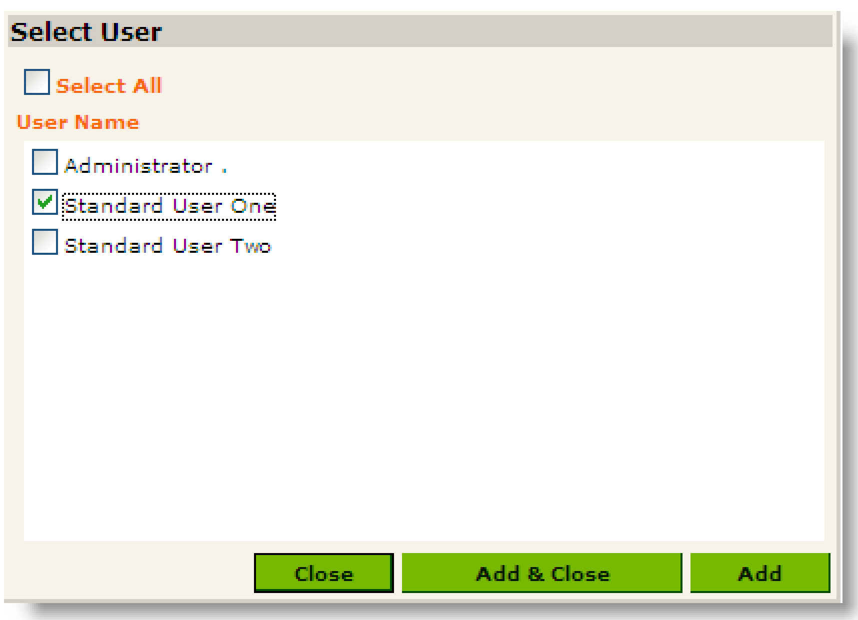
4.11.1. As an Administrator, you can use the "Save Copy To User" functionality to save a copy of your Query or Watch to one or multiple users within your organization.

4.11.2. Simply click on the "+" next to "User Name" and use the check boxes to select the user(s) you would like to save a copy of the Query to.

4.11.3. Once you have saved a copy of a Query or Watch to a user, it will appear on their Query or Watch list. The user will then be able to run the Query or Watch as you have built it, or modify it as they see fit.

4.11.4. When a user runs a Query or Watch that has been saved to their account by their administrator, the Query or Watch will only be applied to that user's data set. For example, if you save a copy of a Query built to look for excavators and dozers, but the user you saved a copy of the Query to only has access to excavators in their Catapult data set, then they will only see excavator data when they run the Query.

4.11.5. EDA recommends that prior to saving a copy of your Watch or Query, you first run it to make sure the results were as you expected. Once you are certain the Query or Watch pulls the results you want, then save it to your user accounts.



5.0 Queries

5.1 Query List Page

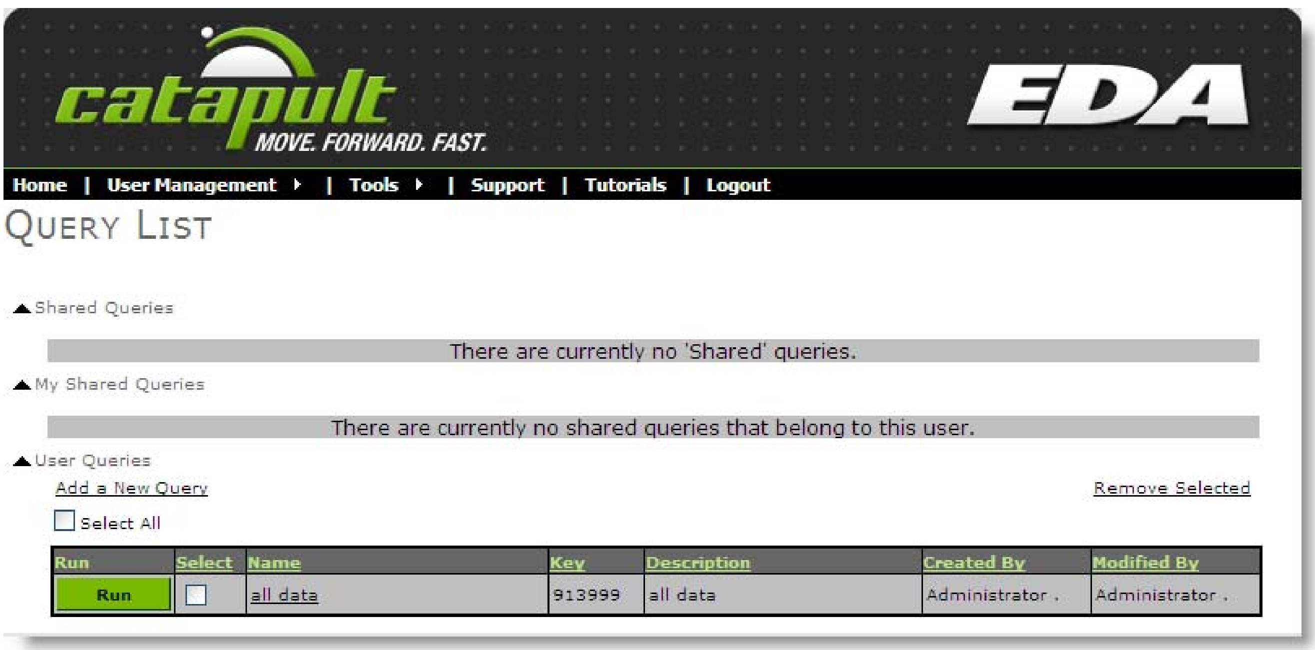
5.1.1. On the Catapult toolbar, select Tools and then Queries.

5.1.2. The Query List page will display:

5.1.2.1 Shared Queries – These are Queries that have been created and shared by Administrative Users. Users are able to run the Query, but will not be able to make any modifications to it.

5.1.2.2 My Shared Queries – This will only appear on your Query List page if you are an Administrative user, and it will list the names of the Queries you have shared with other users.

5.1.2.3 User Queries – All users have the ability to create their own Queries. The name of each Query you create will be listed in the User Queries.



5.2 Add a New Query

5.2.1. Under “User Queries”, click the “Add a New Query” link.

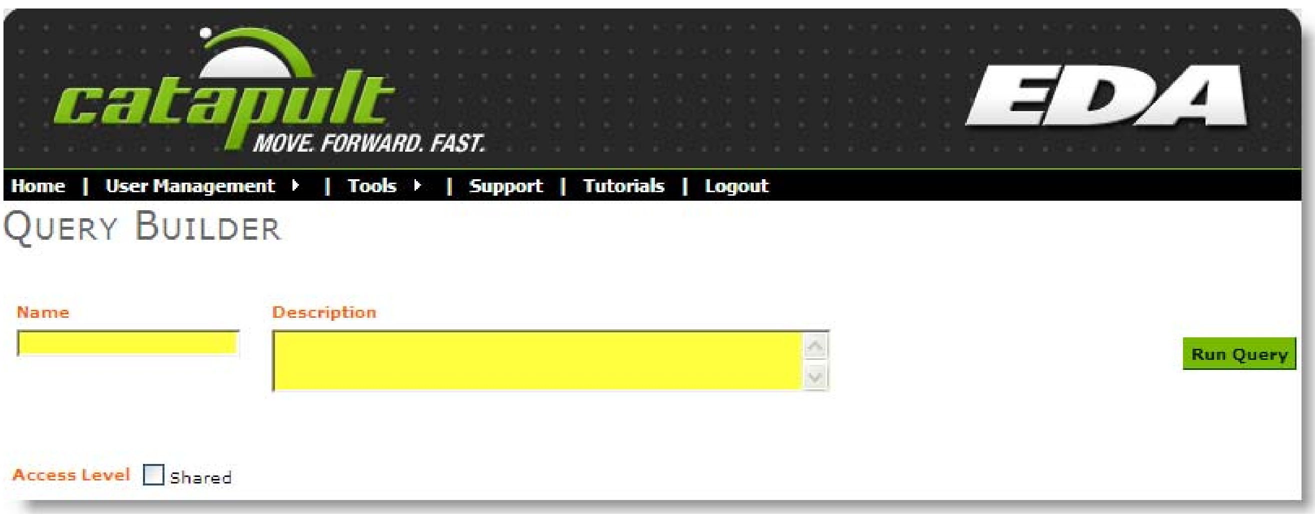
5.3 Query Name and Description

5.3.1. Enter a relevant name and description for each Query. Both fields are required. Since both the Query Name and Description are displayed on the Query List page, a relevant name will help you identify the appropriate Query for future use.

5.3.2. Click in the “Shared” check box next to “Access Level” if you would like to share the Query you are building with all users within your organization. Sharing a Query will allow other members of your organization to run your Query against their own available data parameters

5.3.2.1 Unlike the “Save Copy To” option, the “Shared” option does not allow you to choose which users with whom you would like to share your Query. If you chose the “Shared” option, your Query will be shared with all users in your organization.

5.3.2.2 Unlike the “Save Copy To” option, the users with whom you have shared your Query will not be able to edit it. They will only be able to run the Query as you have built it.



5.4 Query by Date Filters

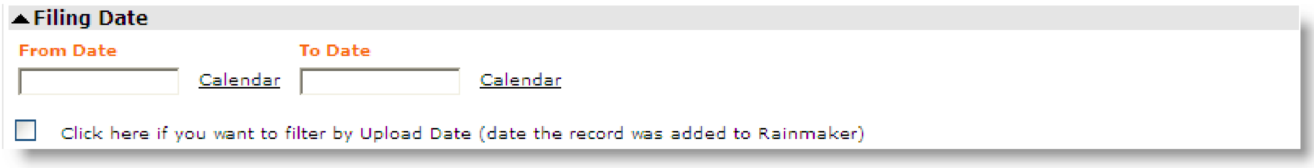
5.4.1. The Date filters allow you to limit your Query results to a certain date range. By default, the dates you enter in the Date filter will correspond to the dates the UCCs were filed.

5.4.2. The Upload Date option allows you to Query for data that was added to Catapult in a particular timeframe. This way you can pull information on just the newest results.

5.4.3. In the Date fields, you can either type the date in the format of mm/dd/yyyy or use the provided calendar link to select the dates.

5.4.4. If you choose not to specify either a “From” or “To” date, your Query will pull data from as far back as you specified when you set up data for your Catapult account.

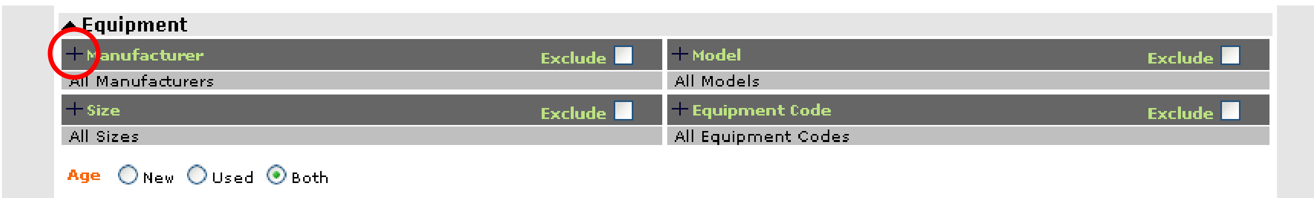
5.4.5. In most cases, you may want to enter a “From” date and leave the “To” date blank. That way your Query will pull data from the start date through the current date each time you run it.



5.5 Query Equipment Filters

5.5.1. Each selection of Manufacturer, Model, Size, and/or Equipment Code will allow the user to further narrow the Query results so that they will meet all of the selected criteria.

5.5.2. To select a filter, click on the "+" sign next to the filter you would like to apply.



5.5.3. **Manufacturer** - Refer to section 4.5.3 for details regarding the "Manufacturer" filters.

5.5.4. **Model** - Refer to section 4.5.4 for details regarding the "Model" filters.

5.5.5. **Size** - Refer to section 4.5.5 for details regarding the "Size" filters.

5.5.6. **Equipment Code** - Refer to section 4.5.6 for details regarding the "Equipment Code" filters.

5.5.7. **Age** - Refer to section 4.7 for details regarding the "Age" filters.

5.6 Query by Filing Filters

5.6.1. The Filing section allows you to specify the lender, class, and/or status of the UCC Filings you want returned with your results.

5.6.2. To select a filter, click on the "+" sign next to the filter you would like to apply.

5.6.3. **Lender –** Refer to section 4.6.2 for details regarding the "Lender" filters.

5.6.4. **Class –** Refer to section 4.6.3 for details regarding the "Class" filters.

5.6.5. **Status** – Refer to section 4.6.4 for details regarding the "Status" filters.

5.7 Query by Buyer Filters

5.7.1. The Buyer section allows you to select buyers by name or industry, and append custom values using List Match.

5.7.2. To select a filter, click on the "+" sign next to the filter you would like to apply

5.7.3. **Buyer -** Refer to section 4.7.2 for details regarding the “Buyer” filters.

5.7.4. **SIC Code -** Refer to section 4.7.3 for details regarding the “SIC Code” filters.

5.7.5. **List Match -** Refer to section 4.7.4 for details regarding the “List Match” filters.

5.8 Query by Geography Filters

5.8.1. The Geography section allows you to view results from a particular region by specifying the state, city, county, or zip code.

5.8.2. To select a Geography filter, click on the “+” sign next to the filter you would like to apply.

5.8.3. **State** - Refer to section 4.8.3 for details regarding the “State” filter.

5.8.4. **City** - Refer to section 4.8.4 for details regarding the “City” filter.

5.8.5. **County** - Refer to section 4.8.5 for details regarding the “County” filter.

5.8.6. **Zip Code** - Refer to section 4.8.6 for details regarding the “Zip Code” filter.

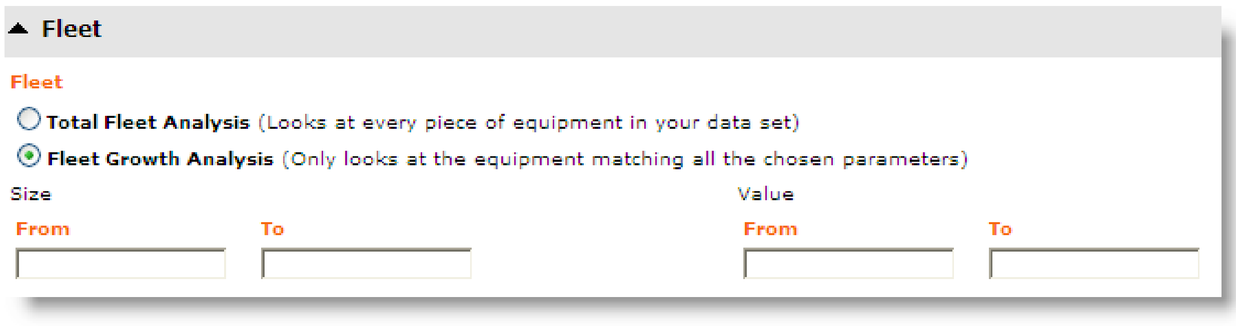
5.9 Query by Fleet Size

5.9.1. The fleet section allows you to limit the results to buyers of a certain fleet size or value.

5.9.2. By default, the Query Builder is set to use “Fleet Growth Analysis”. However, if a quantity is not entered in the “From” or “To” section then fleet growth will not be applied to the Query.

5.9.3. **Fleet Growth Analysis -** Refer to section 4.9.3 for details regarding the “Fleet Growth Analysis” filter.

5.9.4. **Total Fleet Analysis -** Refer to section 4.9.4 for details regarding the “Total Fleet Analysis” filter.



5.10 Omissions

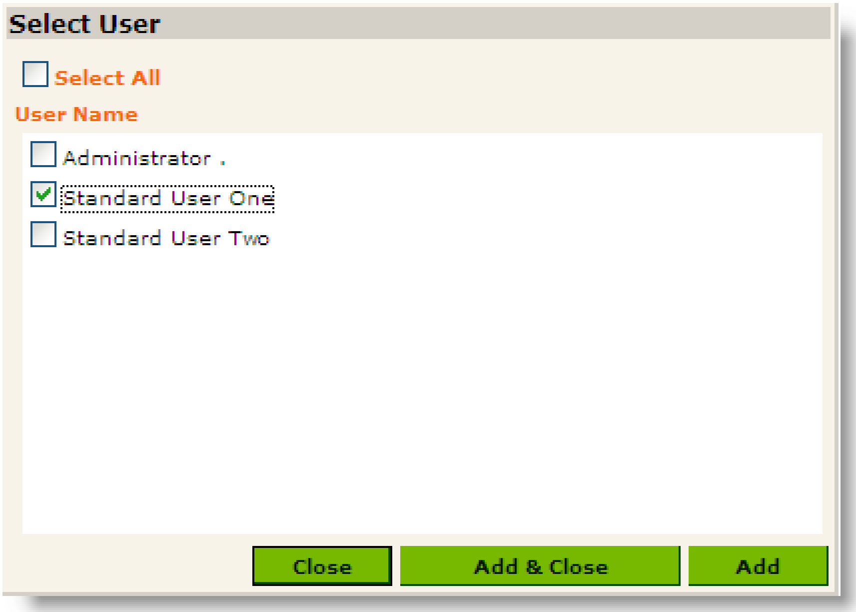
5.10.1. The Omissions filters allow you to narrow your Query results by excluding buyers who do not meet certain criteria.

5.10.2. **Omissions -** Refer to section 4.10 for details regarding all of the Omissions filters.

5.11 Save Copy To User

5.11.1. As an Administrator, once you have built a Query, you can use the "Save Copy To User" functionality to save a copy of your Query to one or multiple users within your organization. Simply click on the "+" next to "User Name" and use the check boxes to select the user(s) you would like to save a copy of the Query to.

5.11.2. **Save Copy To User -** Refer to section 4.11.6 for details regarding the "Save Copy To User" filter.



5.12 Saving a Query

5.12.1. Use the “Save” button to save your Query and automatically be returned to the “Query List” page.

5.12.2. You can use the “Save As” button if you have modified an existing Query and would like to save it with a different name so that both your new and original Queries will be available for future use.

5.12.3. The “Cancel” button will allow you to navigate away from your Query without saving your changes.

5.12.4. The “Run Query” option will save your Query and forward you to the Query Results page where you can view your results as well as select your export option.

5.13 Running a Previously Saved Query

5.13.1. From the Query List page, find the Query you would like to run.

5.13.2. Click the “Run” button for the desired Query.

5.13.3. By clicking the “Run” button you will be forwarded to the “Query Results” page, which will advise how many results matched the Query.

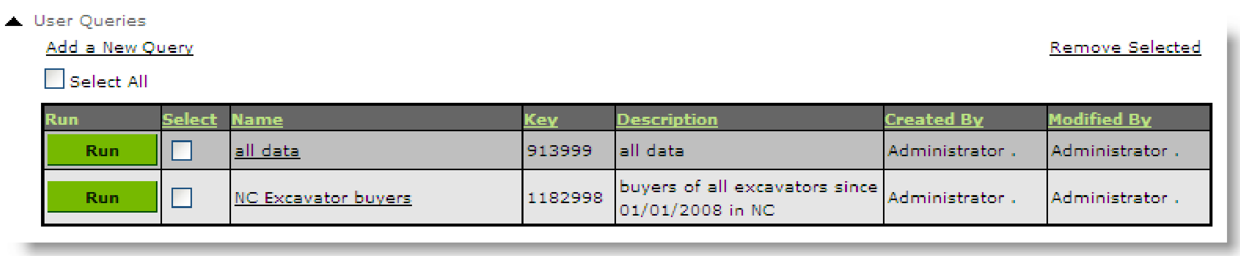
5.13.3.1 Unit Count – number of pieces of equipment that matched the Query parameters.

5.13.3.2 Buyer Count – number of unique buyers who have purchased the equipment that matched the Query parameters.

5.13.4. If the Query returned results of less than 200,000 units, you will have the option to view the results. If your Query results exceed 200,000 units, Catapult will display instructions on how to retrieve the data.

5.13.5. If your Query results contained less than 1,000 buyers, you will be able to view the results in any of the five preformatted report types: Query Results, Lead Card, Management, Financing Summary, Mailing List, Mailing List with Multiple Contacts, and Mapping. If your Query results include more than 1,000 buyers, you will only be able to export your results using the Query Results or either of the Mailing List options.

5.13.6. You will also have the option to perform a List Match, which will match your Query results to a list you (or your account administrator) have uploaded to Catapult.


User Queries
Add a New Query
Remove Selected
Select All

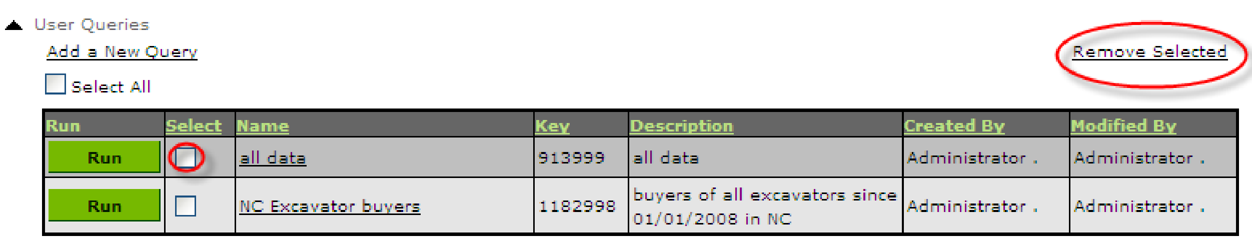
Run	Select	Name	Key	Description	Created By	Modified By
Run	☐	all data	913999	all data	Administrator .	Administrator .
Run	☐	NC Excavator buyers	1182998	buyers of all excavators since 01/01/2008 in NC	Administrator .	Administrator .

5.14 Remove a Query

5.14.1. From the Query List page, find the Query you would like to remove.

5.14.2. Click the “Select” checkbox beside the Query name, and then click on the “Remove Selected” link.

5.14.3. If you would like to remove all of your Queries, you can use the “Select All” check box and then click on the “Remove Selected” link.


User Queries
Add a New Query
Remove Selected
Select All

Run	Select	Name	Key	Description	Created By	Modified By
Run	☐	all data	913999	all data	Administrator .	Administrator .
Run	☐	NC Excavator buyers	1182998	buyers of all excavators since 01/01/2008 in NC	Administrator .	Administrator .

6.0 Watches

By creating your own customized Watches, Catapult will monitor your data every day and alert you, via email, of the information that is important to you, *as it happens.*

6.1 General Watch Information and Alert Logic

6.1.1. From the Catapult toolbar select Tools, and then select Watches. Catapult contains the following Watches:

6.1.1.1 CustomerWATCH

6.1.1.2 LeaseWATCH

6.1.1.3 ProspectWATCH

6.1.1.4 ServiceWATCH

6.1.1.5 EventWATCH

6.1.2. To add a Watch, go to the applicable Watch section and click the “Add a New Watch” link.

6.1.2.1 Enter a relevant name and description for the Watch so you can easily associate it with the data it returns.

6.1.2.2 You may run the Watch immediately; however, the Welcome page will not update the Watch notifications until the following morning (see section 1.5 for the batch processing schedule).

6.1.3. Alert Logic

6.1.3.1 Each Watch builder contains an Alert Logic section to specify what type of data is going to trip that type of Watch.

- A Watch is intended to alert you to new or historical results that fall within a specified timeframe.
- This calculation is determined based on the UCC filing date or the upload date.
- Customer, Prospect, and Event Watches analyze new results, while Lease and Service Watches typically analyze historical results.

6.1.3.2 Watch results are calculated based on the default “Time Frame” chosen in the User Preferences section of your Catapult account.

6.1.3.3 Each evening, Catapult monitors both the new data added to your account as well as your historical data. When it finds results matching your Watch criteria, Catapult will send you a consolidated email, alerting you to your Watches that have “tripped.”

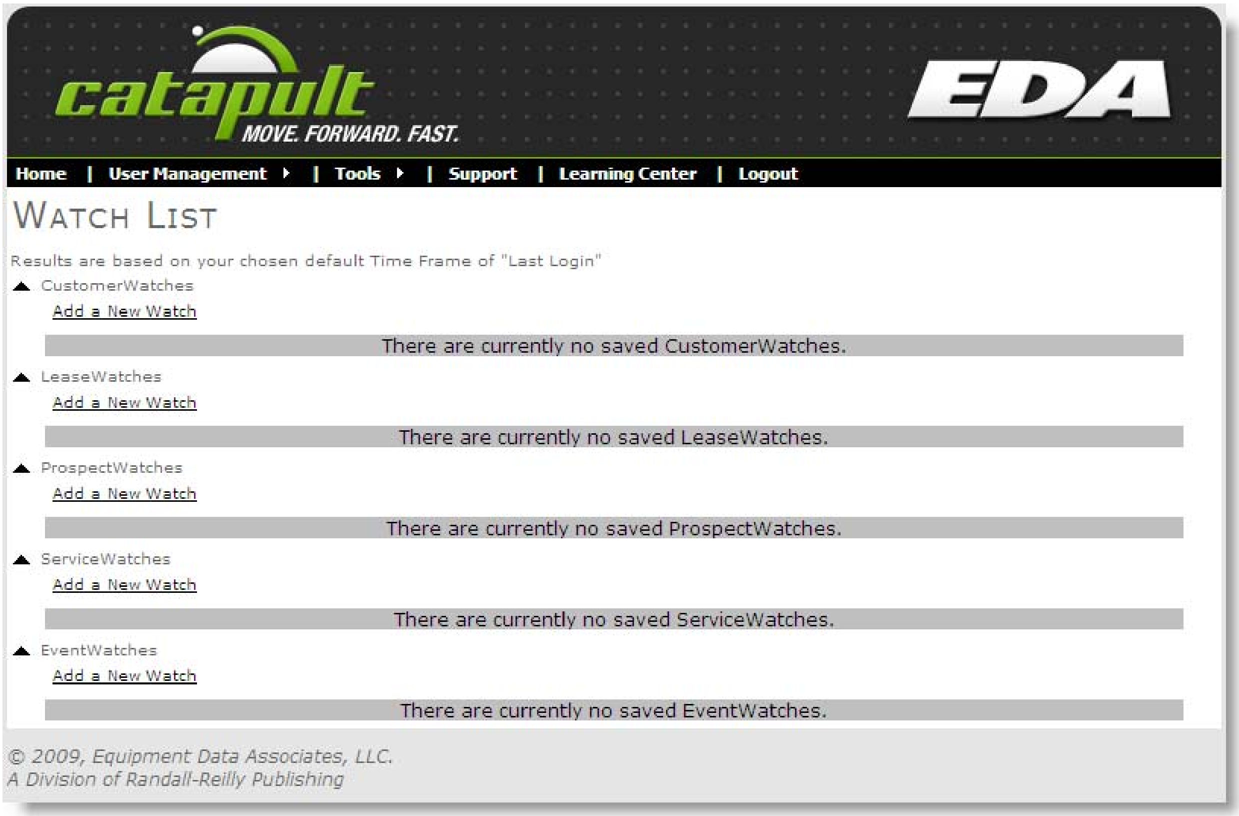
6.1.3.4 The Alert Logic section in each Watch Builder determines whether the Watch monitors information based on the "UCC Date" (the date the UCC was filed) or the "Upload Date" (the date the UCC was added to Catapult).

6.1.4. Watch Alert Contents

6.1.4.1 If you have not opted out of email notifications, you will receive a consolidated email alert each day that will include results for each Watch that has tripped.

6.1.4.2 The email alert will provide a total count of results that meet the Watch parameters and fall within your default “Time Frame”, including Unit and Buyer counts.

6.1.4.3 To access the detailed results, click on the link, log in to Catapult, and find the Watch on your Catapult Welcome Page. From the Catapult Welcome page, you can click on the name of the Watch to navigate to the Catapult Results screen.



6.2 CustomerWatch

The CustomerWATCH is designed to keep a pulse on your customers and notify you when they finance a piece of equipment from a competitive manufacturer or lender. By selecting your brand under the Manufacturer filter, Catapult will notify you when any of your buyers finance equipment from a competitive manufacturer. If you are a financial institution, you can choose your company under the Lender filter and monitor people who have financed equipment with competitive lenders. When Catapult finds data that meets your Watch parameters, the results will appear on your consolidated email alert, and an orange bullet will appear next to the Watch on your Catapult Welcome page.

6.2.1. Generally, the CustomerWatch is used to monitor financing transactions for your existing customer base. It can also be utilized to monitor the financing activity of your competition's customers

6.2.2. The Alert Logic section of each Watch determines whether the Watch monitors information based on the "UCC Date" (date the UCC was filed) or the "Upload Date" (date the UCC was added to Catapult). Because the CustomerWATCH is intended to alert you to new results as soon as they are added to your account, the alert logic is based on "Upload Date".

6.2.3. Provide a relevant name and description for your Watch so that you can easily associate it with the data it returns. The name and description you choose for your Watch will be displayed on your consolidated email alert, on your Catapult home page, and in your Watch List.

6.2.4. When building a CustomerWatch, you will need to determine your baseline pool of customers.

6.2.4.1 In the “Since UCC Date” field, enter the date that you will use to determine you pool of customers. For example, do you consider a buyer who has financed your equipment in the last five years to be your customer? If so, then enter a date of five years ago. Or, do you consider a buyer who has financed your equipment in the last two years to be your customer? If so, enter a date of two years ago.

6.2.4.2 If you are a dealer or OEM, make sure to choose “Manufacturer” under the “Monitor” heading. With this option, you must select at least one Manufacturer from the Equipment filters. Once you have set up your Watch, Catapult will monitor all buyers who have financed at least one unit from your chosen manufacturer(s) and alert you when they finance a piece of equipment from a competitive manufacturer

6.2.4.3 If you are a lending institution, be sure to choose “Lender” under the “Monitor” heading. With this option, you must select at least one Lender from the Filing filters. Once you have set up your Watch, Catapult will monitor all buyers who have financed at least one unit from your chosen lender(s) and alert you when they finance a piece of equipment from a competitive lender..

6.2.4.4 If you choose, you can further refine your Watch by utilizing any of the additional filters under the Equipment, Lender, Buyer, or Omissions sections.

6.2.5. If you have not turned off your email notifications, your email alerts will include results for any UCC records that meet your Watch parameters.

6.2.6. NOTE: Watch results are based on your default “Time Frame” preferences. EDA recommends a default timeframe of “Last Login” so that your CustomerWatch will only return new results with an Upload Date between today and your last login.

6.3 LeaseWATCH

The LeaseWATCH helps you target proven buyers who may be ready to finance their next piece of equipment. Using historical financing information, we can predict which buyers may have expiring leases or loans that will be paid in full, freeing up cash to spend on new equipment. Use the LeaseWATCH to select the equipment you would like to monitor, input the typical lease period, and choose your desired lead-time. Catapult will notify you when machinery reaches the specified time period both on your consolidated email alert as well as with an orange bullet next to the appropriate Watch on your Catapult Welcome page.

6.3.1. The Alert Logic section of each Watch determines whether the Watch monitors information based on the "UCC Date" (date the UCC was filed) or the "Upload Date" (date the UCC was added to Catapult). Because the LeaseWATCH monitors historical data, the alert logic is based on "UCC Date".

6.3.2. To begin building your Watch, enter a relevant name and description so that you can easily associate it with the data it returns. The name and description you choose for your Watch will be displayed on your consolidated email alert, on your Catapult home page, and in your Watch List.

6.3.3. You will then need to define a lease period and lead-time.

6.3.3.1 Lease Period – Enter the lease term, or replacement cycle, you think is typical for the type of equipment you are monitoring. For example, if the typical lease or loan period for an excavator is 60 months, then enter “60”.

6.3.3.2 Lead Time – Inform Catapult how far in advance you want to be notified of potential lease expirations. For example, if you would like to be notified 6 months in advance, enter “6”.

6.3.3.3 You must make at least one selection from the Equipment filters. If you would like your LeaseWATCH to monitor all equipment types, then select the plus sign next to Equipment Code, click in the “Select All” checkbox, and choose “Add and Close”. This will monitor all types of equipment available to your account.

6.3.3.4 If you choose, you can further refine your LeaseWATCH by utilizing any of the additional filters under the Equipment, Lender, Buyer, or Omissions sections.

6.3.4. If you have not turned off your email notifications, your email alerts will include results for any UCC records that meet your Watch parameters.

6.3.5. NOTE: Watch results are based on your default “Time Frame” preferences. EDA recommends a default timeframe of “Last Login” so that your LeaseWatch will only return new results with a UCC Date between today and your last login.

6.4 ProspectWATCH

The ProspectWATCH helps you keep a pulse on the biggest buyers in your territory. Additionally, you can use this Watch to monitor a specific competitor's larger customers and be alerted to all their UCC activity. Simply select any combination of Manufacturer, Model, Size and Equipment Code you wish to target. Then choose a start date and the number of units added. Catapult will evaluate all the selected parameters and create a pool of prospects that meet the specified parameters. Then Catapult will notify you when any of your prospects within the pool have UCC-1 activity. Catapult will notify you when buyers meet your Watch parameters both on your consolidated email alert as well as with an orange bullet next to the appropriate Watch on your Catapult Welcome page.

6.4.1. Generally, the ProspectWatch℠ will be utilized to watch the financing transactions of your competition or any large buyers of equipment.

6.4.2. The Alert Logic section of each Watch determines whether the Watch monitors information based on the "UCC Date" (date the UCC was filed) or the "Upload Date" (date the UCC was added to Catapult). Because the ProspectWATCH is intended to alert you to new results as soon as they are added to your account, the alert logic is based on "Upload Date".

6.4.3. To begin building your Watch, enter a relevant name and description so that you can easily associate it with the data it returns. The name and description you choose for your Watch will be displayed on your consolidated email alert, on your Catapult home page, and in your Watch List.

6.4.4. The ProspectWATCH will need to determine who you would like to monitor:

6.4.4.1 Units Added – enter a number in this field to define the number of pieces of equipment financed by the prospect in your defined timeframe.

6.4.4.2 Since Date – enter a date in this field to define the timeframe in which your prospects have financed a certain quantity of equipment.

6.4.4.3 You must make at least one selection from the Equipment filters. If you would like your ProspectWATCH to monitor buyers of all equipment types, then select the plus sign next to Equipment Code, click in the “Select All” checkbox, and choose “Add and Close”. This will monitor buyers of all types of equipment available to your account.

6.4.4.4 If you choose, you can further refine your ProspectWATCH by utilizing any of the additional filters under the Equipment, Lender, Buyer, or Omissions sections.

6.4.5. If you have not turned off your email notifications, your email alerts will include results for any UCC records that meet your Watch parameters.

6.4.6. NOTE: Watch results are based on your default “Time Frame” preferences. EDA recommends a default timeframe of “Last Login” so that your ProspectWATCH will only return new results with an Upload Date between today and your last login.

6.5 ServiceWATCH

The ServiceWATCH is designed to alert you when equipment reaches a specified age. You can monitor the age of financed equipment and be notified when equipment is in need of service. Simply enter a relevant name and description, and make the appropriate selections. The ServiceWatch can also notify you when used equipment is captured on UCC-1 filings. By monitoring this activity, your parts and service team can establish a relationship with the used equipment buyers. Catapult will notify you when equipment reaches the specified age both on your consolidated email alert as well as with an orange bullet next to the appropriate Watch on your Catapult Welcome page.

6.5.1. The Alert Logic section of each Watch determines whether the Watch monitors information based on the "UCC Date" (date the UCC was filed) or the "Upload Date" (date the UCC was added to Catapult). Because the ServiceWATCH can be used for multiple applications, Catapult provides you with two options:

6.5.1.1 UCC Date - Use this option if you want to be alerted when a piece of equipment reaches a certain age and may be in need of replacement parts or may be nearing warranty expiration.

6.5.1.2 Upload Date - Use this option if you want to be alerted as soon as new data is added to your account, such as when used equipment enters your territory.

6.5.2. To begin building your Watch, enter a relevant name and description so that you can easily associate it with the data it returns. The name and description you choose for your Watch will be displayed on your consolidated email alert, on your Catapult home page, and in your Watch List.

6.5.3. Decide whether you want to use the ServiceWATCH to monitor by UCC Date or by Upload Date.

6.5.3.1 If you want to be alerted to equipment reaching a certain age, select “UCC Date” under the Alert Logic header and enter the age (in months) in the corresponding box.

6.5.3.2 If you want to be alerted to equipment as it is added to your Catapult account, select “Upload Date” and enter the age (in months) in the corresponding box.

6.5.3.3 You must make at least one selection from the Equipment filters. If you would like your ServiceWATCH to monitor all equipment types, then select the plus sign next to Equipment Code, click in the “Select

All" checkbox, and choose "Add and Close". This will monitor all types of equipment available to your account.

6.5.4. If you have not turned off your email notifications, your email alerts will include results for any UCC records that meet your Watch parameters.

6.5.5. NOTE: Watch results are based on your default "Time Frame" preferences. EDA recommends a default timeframe of "Last Login" so that your ServiceWATCH will only return new results with a UCC Date or Upload Date between today and your last login.

6.6 EventWATCH

With EventWATCH, measuring the success of your marketing efforts has never been easier. You can use EventWATCH to monitor the post-show spending of the prospects who visited your booth at a recent trade show, or monitor the financing activity of buyers from your latest open house or direct mail campaign.

6.6.1. The Alert Logic section of each Watch determines whether the Watch monitors information based on the "UCC Date" (date the UCC was filed) or the "Upload Date" (date the UCC was added to Catapult). Because the EventWATCH is intended to alert you to new results as soon as they are added to your account, the alert logic is based on "Upload Date".

6.6.2. **Select a List** - Before you can create an EventWATCH, your account administrator must upload, and match, at least one list using Catapult's List Match tool. The List Match tool will automatically match contacts from your list to EDA's buyer list. Once this process is complete, the matched list will be available for all users in your organization to utilize with EventWATCH.

Select a Start Date – Enter the date of the event (trade show, mail campaign, etc) in this field. As new records are added to your Catapult account, you will be notified of any new UCC activity for the matched buyers on your list that were filed since the "Start Date". By monitoring the post-event financing activity of your targeted prospects, you can measure the effectiveness of your campaign. During the List Match process, Catapult will identify matches between your contacts and EDA's buyer list. When it finds a match, EDA's unique buyer ID will be appended to the list. Catapult's EventWATCH will monitor all of the buyer IDs from the selected list and alert you to all UCC activity for the buyer that matches your Watch criteria.

6.6.3. If you choose, you can further refine your EventWATCH by utilizing any of the additional filters under the Equipment, Lender, Buyer, or Omissions sections.

6.6.4. The EventWATCH is designed to alert you to the most recent activity based on your default time frame. However, with the "Export All Results" link (located at the bottom of the EventWATCH Builder) you can run a report to determine the ROI of your marketing initiatives. This link will return results for all equipment financed by the matched buyers on your list since the date entered in the "Since Date" field. This will allow you to run a cumulative report of UCC activity since the start date of the event.

6.6.5. If you have not turned off your email notifications, your email alerts will include results for any UCC records that meet your Watch parameters.

6.6.6. NOTE: Watch results are based on your default "Time Frame" preferences. EDA recommends a default timeframe of "Last Login" so that your EventWATCH will only return new results with an Upload Date between today and your last login.

7.0 List Match

After a decade of performing matching projects, EDA has developed robust, proprietary algorithms that will accurately identify matches between your list of contacts and EDA's list of buyers. With the List Match Tool, we provide you with the option to choose either a Tight Match or Loose Match. The chosen match type will determine how Catapult will match EDA's buyer database with your contact list.

7.1 Match Types

7.1.1. **Tight Match** (default) - We recommend this option, as it will return the most accurate matches. By evaluating multiple combinations of match criteria, such as Company Name with Phone Number, Address, City, and State, the Tight Match will be more cautious when determining whether a match exists. It may return less matches, but the matches will be more precise

7.1.2. **Loose Match** - The Loose Match uses the same match criteria as in the Tight Match, plus it includes some additional less precise match criteria, such as a phone number only or address only. This method will result in more matches, some of which will be accurate matches that you would not have gotten with the Tight Match option. However, other matches may not be as accurate, such as when a phone number match is discovered.

7.2 Uploading Your List

7.2.1. **File Types & Size -** You can upload an XLS or CSV file containing your contact information. The file can contain up to 30 columns of data. Any CSV file with more than 1 million rows will be truncated.

7.2.2. **Column Headers** - If your list does not have column headers, click in the checkbox to have the headers populated with column numbers.

7.2.3. **Upload Your List** - Click the "Browse" button and navigate to the file on your computer. Click "Open" and Catapult will display a status bar, which tracks your upload process. Once complete, Catapult will display a message indicating your upload is complete. Once you've finished your upload, click on "Continue" to proceed to the field mapping process.

7.2.4. **Map Your Fields** - In order for Catapult to match your buyer list to EDA's buyer list, you must map your fields to EDA's corresponding fields. Map as many fields from your list to EDA's 11 available fields as possible. This will give the matching tool more fields to match against and will improve the accuracy of the match results.

7.2.4.1 **First & Last Name Combined** - If your list has the first and last name combined, then map your full name field to the field named "First Name (or Full Name)".

7.2.4.2 **State** - Please make sure the states in your list are in the 2-digit state abbreviation format.

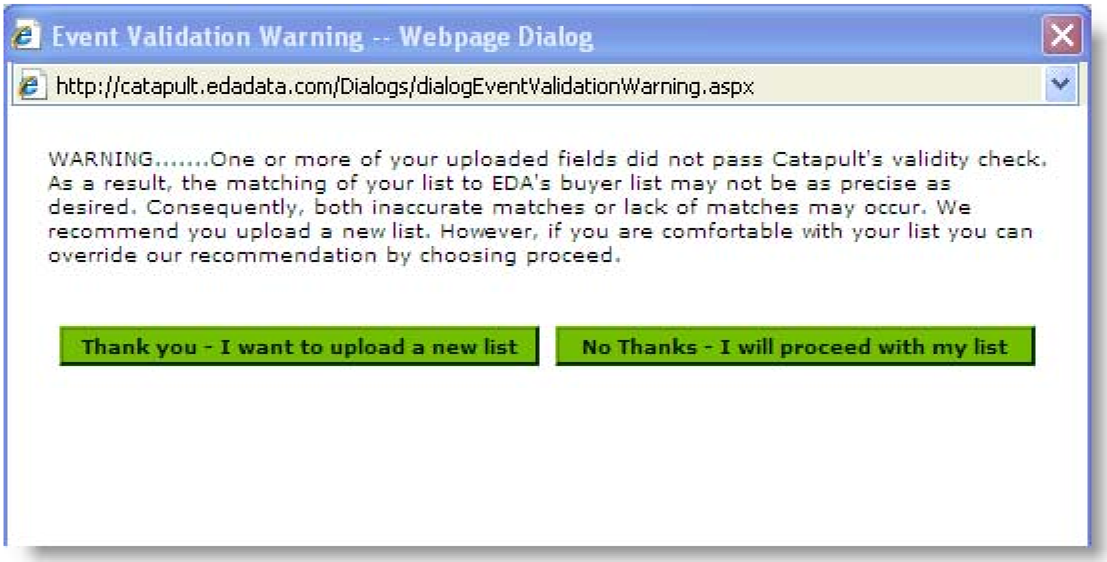
7.2.4.3 **UserDef1 & 2 Fields** - You have the ability to assign two of your own custom fields, such as your salesperson's name or your customer number, to the EDA Fields UserDef1 and UserDef2. These uploaded values will automatically be appended as columns 53 & 54 in the Query Results export format

7.2.4.4 **Preview First 20 Rows** - At the bottom of this page, Catapult will display the first 20 records from your uploaded list along with the column headers so you can be sure to map your fields correctly.

7.2.5. **List Match Validity**

7.2.5.1 **The higher the quality of the uploaded list, the higher the quality of the match results!** EDA wants to make sure your matches are as accurate as possible, and this means we want to ensure the uploaded list is not missing key fields that are heavily utilized during the matching process.

7.2.5.2 For any key fields exceeding EDA's recommended threshold, such as records missing phone numbers more than 5% of the time, a warning message will appear recommending that you upload a new list. However, if you are pleased with the quality of your list, you can override this message and proceed with the List Match process. Just remember, the more fields Catapult has to match against, the higher the quality of the results.



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7.2.6. The matching process is very intensive and may take a few hours to complete. **As a result, Catapult will email you when the process has completed.** While the match process is running, you are free to use the other Catapult functions.

7.3 List Match Results

7.3.1. The List Match Results screen allows you to view the up-to-date match statistics and to export your original uploaded list with EDA's Buyer ID appended to the matched records.

7.3.2. **Initial vs. Most Recent Match Date** - To ensure the List Match results include any new buyers who may have had recent UCC activity, the unmatched contacts from your list will be re-matched to your up-to-date dataset on a regular basis. When the rematch occurs, the "Most Recent Match Date" and the match statistics will be updated to reflect any new matches.

7.3.3. **Result Types** - Based on your uploaded list, Catapult provides the following two alternative results:

7.3.3.1 **All records you uploaded** - This includes all rows of data from your original uploaded list.

7.3.3.2 **A de-duplicated list by unique location** - Automatically calculated by Catapult, this will de-duplicate your uploaded list by unique Address 1, City, State, and Zip. For example, if your uploaded list contained five contacts from the exact same ExxonMobil location, then your list would automatically be de-duplicated to include only a single ExxonMobil location. When you download these results, only the first occurrence from your uploaded list will be included.

7.3.4. **Export the List Match Results** - Select the Result Type you would like to download and choose your desired "Export Format" (.xls, .csv, or .dbf). To begin the download, click the "Export" button. The exported results will include all of the columns from your original list, plus the following two additional columns will be appended by Catapult:

7.3.4.1 **EDA Buyer ID** - Where List Match finds a match, the first column will include EDA's Buyer ID. Wherever EDA's Buyer ID is not listed, List Match could not find a match.

7.3.4.2 **Address Changed** - Appended to the file is an "Address Changed" column that will let you know which buyers had address changes since the original list was matched.

7.3.5. **Tip for Advanced Catapult Analytics Users** - The de-duplicated list can be quickly downloaded and re-formatted to use as the UDFBUYID.xls file that can work with the Catapult Analytics Tools. This is a great way to pull information from your file, such as phone number, primary contact, email address, and customer number directly into the Catapult Analytics Tools.

8.0 Catapult Reports

8.1 Results Summary

8.1.1. Each time you generate results within Catapult, whether it's your new records, Queries, or Watches, you'll be directed to the Catapult Results page.

8.1.2. **Unit Count** - Number of pieces of equipment in your results. This will often be greater than the buyer count because a single buyer may finance more than one piece of equipment.

8.1.3. **Buyer Count** - Number of unique buyer locations in your results.

8.1.4. **Edit Query Hyperlink** - Use the Edit Query hyperlink to quickly return to the Query, Watch, or New Data link from which you ran the results.

8.2 Export Options

8.2.1. Catapult provides you with several export options to analyze your data. Depending on your personal preferences, you can choose from:

8.2.1.1 **Query Results** - Provides a spreadsheet containing all 52 fields of EDA's data, plus any appended User Defined Fields from your list matches. This report type is most often used when choosing to analyze your data in Excel, Access, or with the Catapult Analytics Tools.

8.2.1.2 **Lead Card Report** - EDA's original product offering, each Lead Card reflects a single UCC filing and can include up to 4 pieces of equipment per card.

8.2.1.3 **Management Report** - This is a condensed Lead Card report that displays up to 3 Lead Cards per page.

8.2.1.4 **Finance Summary Report** - For each unique buyer in your results, this report will provide an easy-to-interpret summary of the financing activity for the buyer. It will also show ALL of the UCC activity available to your account for that buyer

8.2.1.5 **Mailing List** - For each unique buyer, this report provides 14 fields of buyer-related information such as company name, contact name, and address

8.2.1.6 **Mailing List Multiple Contacts** - Provides the same information as the standard mailing list. Plus, it will include information for any secondary contacts in EDA's database, when one is available

8.2.1.7 **Mapping** - Allows you to plot your Query or Watch results in Google Earth or Google Maps.

8.2.2. In order to maintain optimal system performance for all Catapult users, EDA has established buyer limitations for exporting results into the pre-formatted reports.

8.2.2.1 The Lead Card, Management, and Financing Summary reports are not available for Queries containing more than 1,000 buyers.

8.2.2.2 Mapping is not available for Queries containing more than 2,000 buyers.

8.3 View “Query Results”

8.3.1. To view all 52 fields of data (EDA’s AFS2 format), choose the “Query Results” export option and click on “View Results”. Once your results have been compiled, click on “Download Report”.

8.3.1.1 If you want to use Catapult Analytics to analyze your data, then click “Save” and save the file in the EDA folder on your C: drive.

8.3.1.2 If you want to view the raw data in a Microsoft Excel spreadsheet, then click “Open”.

8.3.2. A user can export up to 200,000 units from Catapult.

8.3.2.1 If you have a Query or Watch that exceeds 200,000 units you will be prompted to contact EDA.

8.3.2.2 If requested, EDA can provide the results to you in an alternative format (i.e. CD-Rom, FTP, Zipped email). In your request to EDA, please provide the query ID number.

8.3.3. Once you choose the “Query Results” export option, you can choose to export the data in the following formats:

8.3.3.1 Excel – this is the default export option, and should be used to view the raw data as well as to export the data into Catapult Analytics.

8.3.3.2 DBF – this file type is used when exporting data into the legacy MoJo tools.

8.3.3.3 Text File

8.3.3.4 XML

8.4 Pre-Formatted Reports

8.4.1. The Report Type drop down list will allow you to select from these pre-formatted report types:

8.4.1.1 Lead Card Report

8.4.1.2 Management Report – a condensed lead card report

8.4.1.3 Finance Summary Report – displays all financed equipment for a given buyer, regardless of Query or Watch parameters

8.4.2. Report data may be exported in the following formats:

8.4.2.1 PDF

8.4.2.2 CSV for Excel

8.5 Mailing List

8.5.1. There are two mailing list options available in Catapult:

8.5.1.1 Mailing List

8.5.1.2 Mailing List with Multiple Contacts

8.5.2. Rather than providing all 52 fields of data, the Mailing List option will only display the 14 fields of buyer-related information needed for mailing purposes, such as company name, contact name, and address.

8.5.3. Mailing List with Multiple Contacts Provides the same information as the standard mailing list, plus it includes information for any secondary contacts in EDA's database, when one is available.

8.5.4. Both Mailing List report options may be exported in the following formats:

8.5.4.1 CSV for Excel

8.5.4.2 XML

8.6 Mapping

The Mapping export option allows you to plot your Query or Watch results in Google Earth or Google Maps. Catapult provides you with the flexibility to customize placemark colors based on the units of equipment financed by the buyer. The mapping tools will plot a single placemark per buyer location, based on your customized color scheme. This provides you with the ability to quickly identify the bigger buyers in your territory so you can focus your efforts.

8.6.1. **Select How to Apply the Color Scheme** - Choose to apply the color scheme based on either the "Buyer's Unit Count from Query" (default) or the "Buyer's Total Fleet Size".

8.6.1.1 **Buyer's Unit Count from Query** uses the actual results from the Query to calculate the unit count for each buyer and assigns the placemark color accordingly.

8.6.1.2 **Buyer's Total Fleet Size** - uses all units from your account to calculate the total fleet size for each buyer regardless of the Query results and assigns the placemark color accordingly.

8.6.2. **Modify the Placemark Color Scheme** - Use the legend to define the number of units each color represents. For example, if you want green to equal any buyer who has financed between 1 and 5 units, enter a “5” in the maximum field. The minimum in the next grouping will automatically recalculate to start at 6.

8.6.3. **Mapping Tools**

8.6.3.1 **Google Earth** - You will need to have Google Earth installed on your computer prior to using this export option. A more advanced application than Google Maps, Google Earth allows you to zoom, pan, and fly by your results in 3D. Google offers a free download of the software. Once installed, you can simply choose the “Open” button when your Catapult download is complete and Google Earth will automatically launch and plot the buyers in the application.

8.6.3.2 **Google Maps** - Integrated directly with Catapult, Google Maps does not require the installation of any additional programs. If you choose this option, a new browser window will pop up that will plot buyers according to the values specified in your color grid. Google Maps will plot 100 placemarks at one time, so if you are zoomed out, you may see larger placemarks that will represent multiple buyers. Zoom into a smaller region and those larger placemarks will separate into individual placemarks.

8.6.3.3 **How Latitude and Longitude is Applied** - EDA utilizes a Google Geocoding tool to apply latitude and longitude to the street level detail for every buyer in our database. If we are unable to apply a value to the accurate street level, we will not populate the buyer with any latitude and longitude and that buyer will not be included in the mapped results.

8.7 Create List

8.7.1. The “Create List” option, available only to administrative users, allows you to easily transfer your Query or Watch results to a list for utilization with EventWATCH. This functionality is critical to helping monitor the ROI of your marketing and mail campaigns.

8.7.2. Build a Query to target buyers for your campaign and select “Create List” to save a list of those buyers to your List Match selection. Then, build an EventWATCH based on your list and you’ll be alerted each time one of those buyers has UCC activity.

8.7.3. **Example** - Let’s say you are targeting proven buyers of excavators for your next direct mail campaign. Use the Query Builder to generate a list of proven excavator buyers, and then download the "Mailing List" results and send the list to your marketing team. Next, click the "Create List" button to automatically build the list for use with EventWATCH. Now, build an EventWATCH, using this list, to monitor the excavator buyers in your direct mail campaign. Each time one of your targeted buyers finances a new excavator, you’ll be alerted to that activity, allowing you to easily track the success of your campaign

9.0 Catapult Analytics Tools Overview

9.1 What are the Catapult Analytics Tools?

EDA has developed special programs that utilize the power of Microsoft Excel© to create interactive charts and reports. These sophisticated yet easy-to-use charts and reports will show you exactly where to focus your resources for maximum results.

9.2 How does it Work?

These automated Excel workbooks are designed to work in conjunction with exported .xls files from Catapult. Just choose the data you would like to view in your Catapult Analytics Tools by exporting Query or Watch results from Catapult. Then save the exported results as “DATA.xls” in an EDA folder on your C: drive. The Catapult Analytics Tools will automatically grab the data in the "DATA.xls" file and quickly create the Analytics Tools

9.3 System Requirements

9.3.1. Microsoft Office Excel© 2007 or Excel© 2003 are recommended.

9.3.2. Microsoft Excel© 2000 may open small datasets, but it is not powerful enough to open larger datasets.

9.3.3. Not suitable for Mac.

9.4 Set Up Catapult Analytics on Your Computer

Since Catapult Analytics is built on the Microsoft Excel framework, you don't need to install any programs on your computer. All you need to do is get a copy of the Catapult Analytics Tools downloaded to your computer's root C: drive.

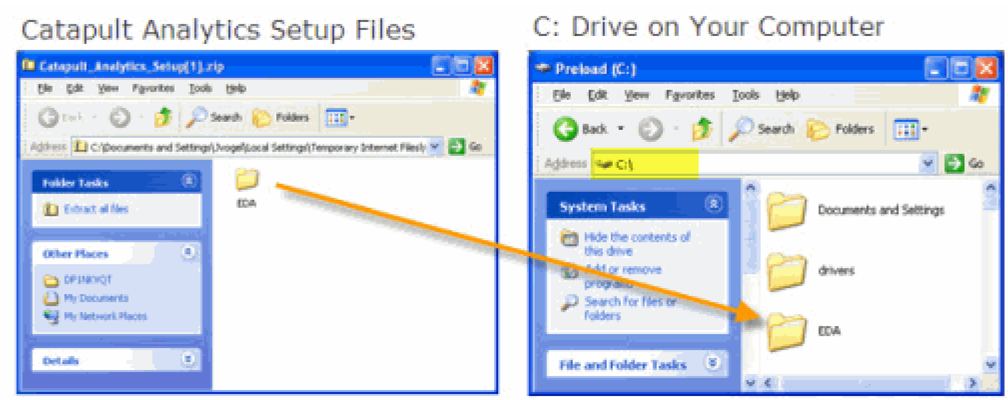
9.4.1. Navigate to http://support.edadata.com/CatapultAnalytics/ and click on the “Download” button.

9.4.2. Unzip the files and save them to your C: drive.

9.4.3. If you use the Microsoft Zip utility, follow these instructions:

9.4.3.1 Click the “Download” button and choose “Open”.

9.4.3.2 Once the Microsoft Zip utility opens, simply Drag the "EDA" folder to your C: drive (see screen shot below).

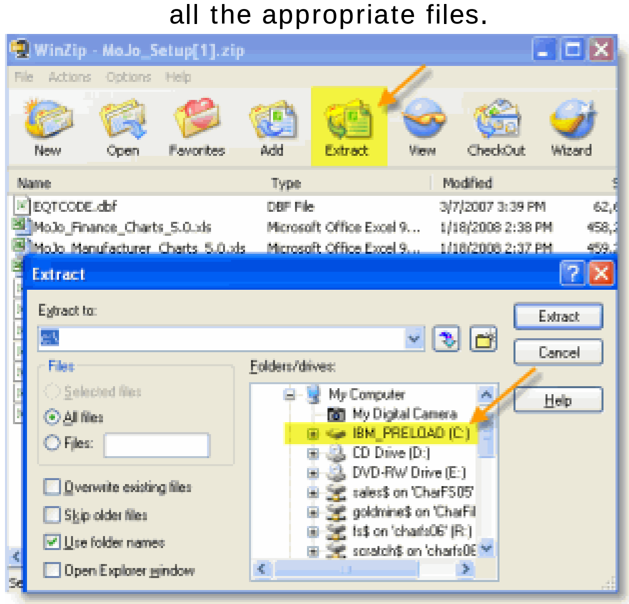


9.4.4. If you use the WinZip utility, follow these instructions:

9.4.4.1 Click the “Download” button and choose “Open”.

9.4.4.2 Once the WinZip utility opens click on “Extract” and extract to your C: drive (see screen shot below).

9.4.4.3 WinZip will automatically setup the “EDA” folder on your C: drive with all the appropriate files.



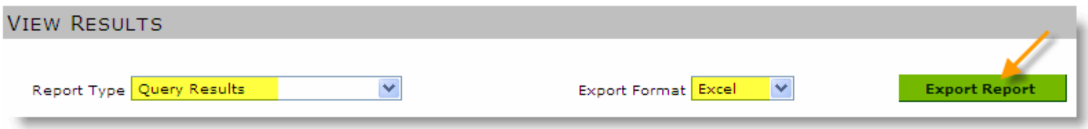
9.5 Refresh the Data in Your Analytics Tools

The power of Catapult Analytics lies in its ability to take large amounts of data and quickly format the data into easy-to-interpret reports and charts. To begin using the Catapult Analytics tools you must export data from Catapult to your computer.

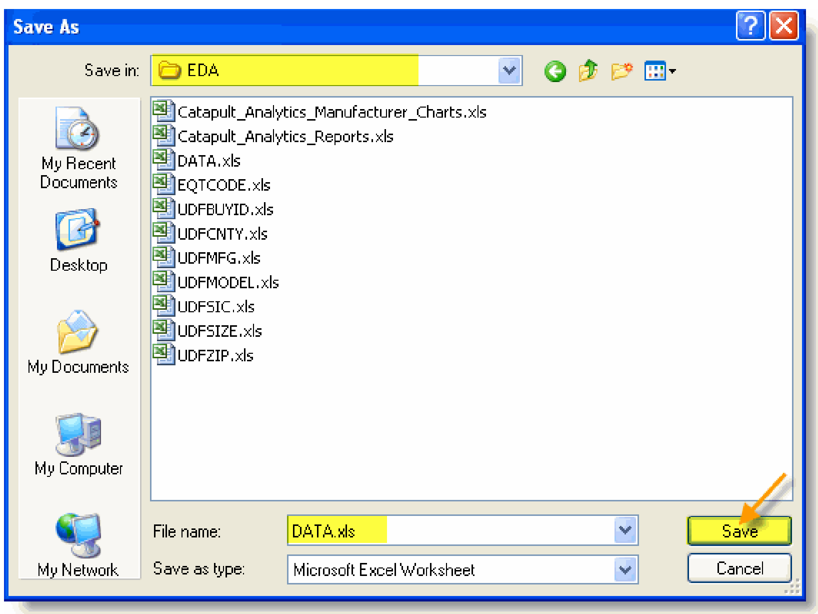
9.5.1. Log into Catapult and run your desired Query or Watch.

9.5.2. Export the results as DATA.xls from Catapult to the EDA folder on your C: drive

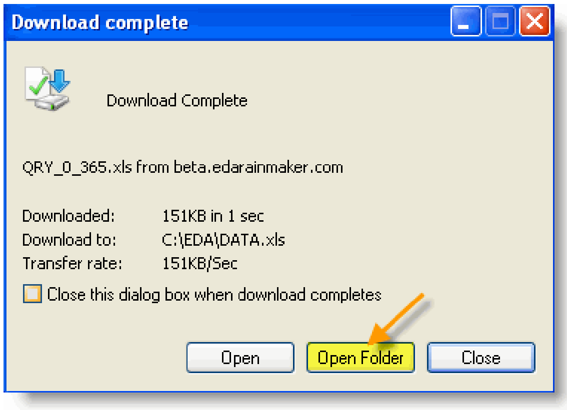
9.5.3. Once you have run your Query or Watch, choose report type “Query Results” and export format “Excel”.



9.5.4. Then, save the Query Results in the folder named “EDA” on your C: drive and name the file exactly DATA.xls. The Catapult Analytics Tools looks for the “EDA” folder on your C: drive and pulls in information from the DATA.xls file.



9.5.5. Once you have exported the desired data from Catapult, your computer will may present you with a “Download Complete” window. We recommend you choose the “Open Folder” option. This will automatically open the “EDA” folder and you can choose your Catapult Analytics Tool there. If your computer does not display the below window, simply navigate to your computer’s C: drive and open the EDA folder.

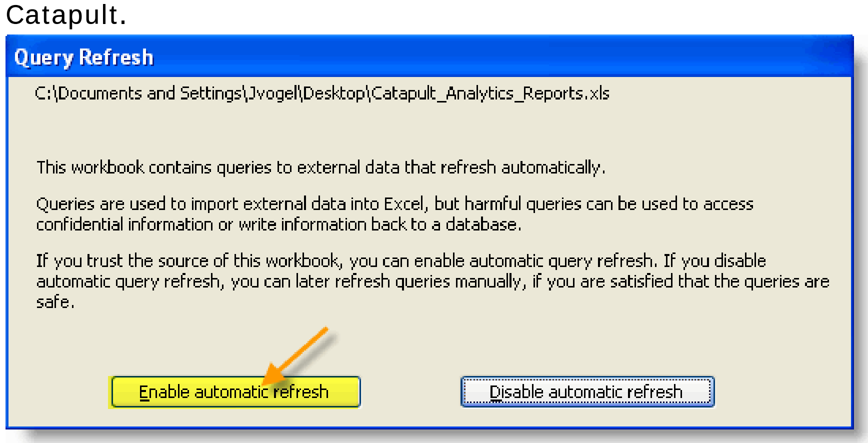


9.5.6. Open the Catapult Analytics Tool and Refresh the Data.

9.5.6.1 To get the latest data, you will need to refresh the Analytics Tool. By refreshing Catapult Analytics, you are telling it to pull the latest data found in your C:\EDA folder into the reports.

9.5.7. If you are a Microsoft Excel© 2003 (or 2000) user

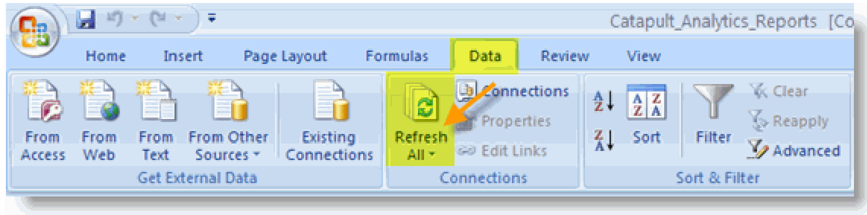
9.5.7.1 When you open your Analytics Tool, Excel will give you the option to Enable or Disable automatic refresh. Choose “Enable automatic refresh” to update the file with the latest data you exported from Catapult.



9.5.7.2 You can choose “Disable automatic refresh” to open your Analytics Tool without refreshing it with the latest data.

9.5.8. If you are a Microsoft Excel© 2007 user

9.5.8.1 When you open your Analytics Tool, Excel will not prompt you to refresh the data. To refresh the data, go to your Excel toolbar, click “Data” and then click “Refresh All”.



9.5.8.2 If you receive a security notice, choose “OK”. This will update all the reports with the latest data you exported from Catapult.

10.0 Using the Catapult Analytics Reports

10.1 Top Buyers

10.1.1. This report displays the top buyers from your dataset in descending order of units financed.

10.1.2. The Top Buyers report will allow you to focus your valuable time on the proven buyers who could deliver the most opportunity to your organization.

10.1.3. To start, we recommend reviewing the first 25 to 100 buyers to determine which are not in your system or may be unknown to your organization.

10.1.4. To make things even easier for you, the Top Buyers report includes some quick lookup links.

10.1.4.1 To determine where a buyer is located, print out driving directions, or even view a satellite image of the buyer’s site, simply click on the map-it hyperlink to the left of the buyer you would like to view.

10.1.4.2 To view all the UCC activity for a buyer, including UCC activity not purchased by your organization, click on the “Report” link and a Finance Summary Report.pdf document will appear.

10.1.5. EDA highly recommends that you take advantage of Catapult’s List Match functionality within the Analytics Tools. Follow these easy steps to quickly identify which top buyers are not in your prospect database.

10.1.5.1 Using Catapult’s List Match tool, have your Administrative user upload and match your customer or prospect list to EDA’s buyer list.

10.1.5.2 Once the match is complete, select that list when you build your Queries and Watches in Catapult and your custom fields, such as customer number or salesperson, will be included in the export from Catapult.

10.1.5.3 Within Catapult Analytics, you can use the List Match UDF1 and List Match UDF2 fields to filter your data. You can even drag the List Match UDF field containing your customer number to the body of the report to see which are known buyers and which are prospects you may not have in your database.

10.2 Hot Spots

10.2.1. The Hot Spot report displays the top counties of units financed in descending order.

10.2.2. This report can be a valuable tool to help define your sales territories or even determine where to locate your next branch. When used in conjunction with UDF values, you can quickly determine if your territories are evenly distributed.

10.2.3. Utilize the drop down options to filter your selections. If you are viewing data for more than one state, you may want to filter "Buyer State" in the drop down selections.

10.2.4. Additionally, you could drag the counties field out of the report and replace it with the SIC Code, by dragging the SIC Code filter down from the top. This newly formatted report will show you the number of units financed by Buyer Industry. More information about customizing your Analytics Tools can be found in EDA's Learning Center.

10.3 Sale & Lease Cycle

10.3.1. The Sale & Lease Cycle report is arguably the most powerful of the Catapult Analytics reports, because it can provide you with a targeted list of proven buyers who may be ready to finance their next piece of equipment.

10.3.2. The Sale & Lease Cycle report is designed to only return records with a UCC Status of Sale or Lease. Since UCCs do not state lease or financing terms, you will need to utilize your knowledge of your industry and territory to define the standard lease period for your market.

10.3.3. To begin utilizing the Sale & Lease Cycle Report, determine a period that is typical for equipment replacement in your industry.

10.3.3.1 For example, you could develop a list of proven buyers of new excavators who may be ready to finance their next excavator in the 3rd and 4^{th} quarters of 2009.

10.3.3.2 If you assume a 60-month lease period, you can filter your table to display items financed 5 years prior to 3rd and 4th quarter of 2009. Select 2004 under "Year" and "3" and "4" under "Quarter."

10.3.3.3 Now we have a target list to work from to ensure we are involved in the next bid for these buyers.

10.4 Top Models

10.4.1. The "Top Models" report will display the top ten manufacturers and their associated top five models in descending order of units financed.

10.4.2. This report is often utilized to track models reaching the end of their product life and new models arriving in the market.

10.4.3. You can also provide this report to new sales team members so they will know exactly what manufacturers and models they will be competing against on a regular basis.

10.4.4. Or, utilize the report from an engineering and/or stock level perspective to determine if you have products available that are similar to the top performing models.

10.5 Manufacturer Market Share

10.5.1. Displays market share by manufacturer in descending order of units financed and show a percentage of the total units by year.

10.5.2. When analyzing the Market Share reports, keep in mind that UCCs do not represent 100% of all new equipment sold. However, in many industries, the data is a good representative sample of the market.

10.5.3. Please keep in mind that the Market Share reports will analyze all data you have exported from Catapult. If you have exported statuses of "Refinance", "Rental", "Wholesale" or "Termination" these will be included in your market share analysis. To only show status of "Sale" or "Lease":

10.5.3.1 If you use Excel 2007, click on the drop down filter and choose "Select Multiple Items," then select "Sale" and "Lease".

10.5.3.2 If you use Excel 2003, double-click on the "UCC Status" field and highlight everything but "Sale" or "Lease" to hide and click Ok.

10.6 Finance Market Share

The Finance Market Share Report displays market share by lender and functions in exactly the same way as the Manufacturer Market Share Report.

10.7 Mailing List

10.7.1. The Mailing List Report will provide a de-duplicated list of buyer address information for the data you exported from Catapult.

10.7.2. Utilize any of the drop downs to further filter your data.

10.7.3. To minimize the cost associated with undeliverable direct mailing campaigns, you should take full advantage of Catapult's powerful CASS and/or DPV analysis. If you intend on utilizing the Catapult Analytics Mailing List for direct mailing purposes, you should always build a query in Catapult applying CASS and/or DPV, then export those results for viewing in Catapult Analytics.

11.0 Using the Catapult Analytics Charts

The Manufacturer and Lender Charts display market share information in chart form by Manufacturer or Lender. Financial institutions will most often utilize the Lender Charts, while dealers and OEMs will typically utilize the Manufacturer Charts.

11.1 Navigating Catapult Analytics Charts

11.1.1. Across the bottom of the Charts, you will see a "Data" tab and a "Chart" tab. The "Data" tab is what determines the information displayed in the chart.

11.1.2. When analyzing the Market Share reports, keep in mind that UCCs do not represent 100% of all new equipment sold. However, in many industries, the data is a good representative sample of the market.

11.1.3. In many cases, when analyzing market share information, you may only want to chart "new" equipment of status "sale" and "lease". Depending on your version of Microsoft Excel, you will be able to modify the charts in the following ways.

11.1.3.1 If you use Excel 2007 go to the "Data" worksheet and select "new" from the drop down. Then to select only "Sale" and "Lease" check the "Select Multiple Items" checkbox in the Status dropdown and select "Sale" and "Lease".

11.1.3.2 If you use Excel 2003 you can select "new" directly from the chart. To select only "Sale" or "Lease" transactions, double-click the "UCC Status" field, and highlight everything but "Sale" or "Lease" to hide and click Ok.

11.2 Market Share by Year

11.2.1. The Market Share by Year chart displays the top ten manufacturers or lenders represented within your dataset, with the manufacturers or lenders displayed in the key on the right and activity charted by year at the bottom of the table.

11.2.2. To dynamically change the charts:

11.2.2.1 If you are an Excel 2003 user, select any of the filters within the chart

11.2.2.2 If you are an Excel 2007 users, click on the corresponding “Data” tab for the graph and make your selections there.

11.3 Market Share by Manufacturer/Lender

11.3.1. In this chart, the top ten Manufacturers from your dataset are displayed in the main table, while the years are displayed in color in the key on the right.

11.3.2. To dynamically change the charts:

11.3.2.1 If you are an Excel 2003 user, select any of the filters within the chart

11.3.2.2 If you are an Excel 2007 users, click on the corresponding “Data” tab for the graph and make your selections there.

11.4 Trend Line Chart

11.4.1. The Trend Line chart displays the top five Manufacturers or Lenders in your dataset and plots their market share activity by year and quarter.

11.4.2. To dynamically change the charts:

11.4.2.1 If you are an Excel 2003 user, select any of the filters within the chart

11.4.2.2 If you are an Excel 2007 users, click on the corresponding “Data” tab for the graph and make your selections there.

11.5 Manufacturer’s Market Share Selection

11.5.1. This chart will allow you to select a specific manufacturer/lender to analyze their individual performance within the market.

11.5.2. In the Market Share Selection worksheet, select the manufacturer/lender that you would like to graph. Then select any other parameters you would like included in the market share (for example, only “new” equipment). When you have made all your selections, simply click on the graph tab to view the results.

11.5.3. The units for the selected manufacturer are represented as a green bar, the total market as a gray bar, and the percentage of the total market as an orange line.

12.0 Customize Your Analytics Tools

12.1 Customize the Layout

12.1.1. Because Catapult Analytics is built on the Microsoft Excel Framework, customizing the look and feel of the reports to meet your specific reporting needs is easy! Out-of-the-box, the drop down fields in the Analytics Tools include only a few of the more than 50 available fields of data.

12.1.2. With a click and drag, you can quickly add any of the available fields to the reports or charts so they display the information that is meaningful to you.

12.1.3. To Move Fields in the Reports

12.1.3.1 Click on a field from the header menu and drag it into the body of the report.

12.1.3.2 If you would like to save your Analytics Tool so it will automatically open with this format next time, simply click save.

12.1.4. Adding Additional Fields into the Reports

12.1.4.1 Right-click in the body of the report and select “Show Field List”.

12.1.4.2 Choose any of these fields to include in your reports, including address information, Month, Quarter, or any of the UDF values.

12.1.4.3 Click on the desired field and drag it into the body of the report.

12.1.4.4 If you would like to save your Analytics Tool so it will automatically open with this format next time, simply click save.

12.2 Utilizing the User Defined Field (UDF) Functionality

User Defined Fields (UDFs) allow you to assign your own values to data exported from Catapult. By associating your values with geography-, buyer-, or equipment-related fields, UDFs can be utilized to quickly analyze your data. For example, by associating sales people with the counties in their sales territory, an organization can easily analyze the success rate of the individuals within their sales team.

When you downloaded the Catapult Analytics Tools to your computer, the following eight master UDF tables were automatically downloaded to the “EDA” folder on your C: drive.

Territory	Table Name	UDFs	Content
County	UDFCNTY.xls	4	Pre-populated with U.S. list of Counties
Zip Code	UDFZIP.xls	4	Pre-populated with U.S. list of Zip Codes

Equipment	Table Name	UDFs	Content
Eqt Code	EQTCODE.xls	2	Pre-populated with EDA's Eqt Code list
Manufacturer	UDFMFG.xls	2	Blank Template
Model	UDFMODEL.xls	4	Blank Template
Size	UDFSIZE	2	Pre-populated with EDA's Eqt Size categories

Buyer	Table Name	UDFs	Content
Buyer ID	UDFBUYID.xls	4	Blank Template
Buyer SIC	UDFSIC.xls	4	Pre-populated with EDA's SIC categories

County UDF (Table Name: UDFCNTY.xls)

Linking Field(s)

UDF Fields: 4

STATE	FIPS	STATEFIP	COUNTY	UDFCOUNTY1	UDFCOUNTY2	UDFCOUNTY3	UDFCOUNTY4
NC	001	37001	ALAMANCE	Erik East	Regional Manager 1	Tommy Parts	
NC	003	37003	ALEXANDER	Nancy North	Regional Manager 1	Tommy Parts	
NC	005	37005	ALLEGHANY	Sal South	Regional Manager 2	Tommy Parts	
NC	007	37007	ANSON	Willie West	Regional Manager 2	Tommy Parts	
NC	009	37009	ASHE	Willie West	Regional Manager 2	Tommy Parts	
NC	011	37011	AVERY	Nancy North	Regional Manager 1	Tommy Parts	
NC	013	37013	BEAUFORT	Sal South	Regional Manager 2	Tommy Parts	
NC	015	37015	BERTIE	Erik East	Regional Manager 1	Tommy Parts	
NC	017	37017	BLADEN	Willie West	Regional Manager 2	Tommy Parts	
NC	019	37019	BRUNSWICK	Nancy North	Regional Manager 1	Tommy Parts	
NC	021	37021	BUNCOMBE	Sal South	Regional Manager 2	Tommy Parts	
NC	023	37023	BURKE	Erik East	Regional Manager 1	Tommy Parts	

12.2.1.1 **Link Logic -** The UDF values entered in the UDFCNTY.xls table are appended to your Catapult Analytics results when:

The **STATE** and **FIPS** fields in your DATA.xls results = The **STATE** and **FIPS** fields in your UDFCNTY.xls UDF table.

12.2.1.2 **Pre-Populated Fields -** The County UDF table is national in scope and includes all U.S. counties. The table is pre-populated with the following fields:

1) STATE
2) FIPS (3-digit county code)
3) STATEFIPS (2-digit state code merged with 3-digit county code)
4) COUNTY

12.2.1.3 **UDF Fields -** You can associate custom values to a county by adding content in any of the following UDF fields.

1) UDFCNTY1
2) UDFCNTY2

3) UDFCNTY3
4) UDFCNTY4

12.2.1.4 **Common Applications -** Categorize territories by:
1) Branch / Dealer
2) Region
3) Sales Person / Regional Manager
4) Parts and Service Department / Coordinator

12.2.2. **Zip Code UDF** (Table Name: UDFZIP.xls)

Linking Field(s)

UDF Fields: 4

STATE	FIPS	STATEFIP	COUNTY	ZIP	UDFZIP1	UDFZIP2	UDFZIP3	UDFZIP4
NC	059	37059	DAVIE	27006	Erik East	Regional Manager 1	Tommy Parts	
NC	171	37171	SURRY	27007	Nancy North	Regional Manager 1	Tommy Parts	
NC	067	37067	FORSYTH	27009	Sal South	Regional Manager 2	Tommy Parts	
NC	067	37067	FORSYTH	27010	Willie West	Regional Manager 2	Tommy Parts	
NC	197	37197	YADKIN	27011	Willie West	Regional Manager 2	Tommy Parts	
NC	067	37067	FORSYTH	27012	Nancy North	Regional Manager 1	Tommy Parts	
NC	159	37159	ROWAN	27013	Sal South	Regional Manager 2	Tommy Parts	
NC	059	37059	DAVIE	27014	Erik East	Regional Manager 1	Tommy Parts	
NC	169	37169	STOKES	27016	Willie West	Regional Manager 2	Tommy Parts	
NC	171	37171	SURRY	27017	Nancy North	Regional Manager 1	Tommy Parts	
NC	197	37197	YADKIN	27018	Sal South	Regional Manager 2	Tommy Parts	
NC	169	37169	STOKES	27019	Erik East	Regional Manager 1	Tommy Parts	

12.2.2.1 **Link Logic** - The UDF values entered in the UDFZIP.xls table are appended to your Catapult Analytics results when:

The **ZIP** field in your DATA.xls results = The **ZIP** field in your UDFZIP.xls UDF table.

12.2.2.2 **Pre-Populated Fields** - The Zip Code UDF table is national in scope and includes all U.S. zip codes. The table is pre-populated with the following fields:
1) STATE
2) FIPS (3-digit county code)
3) STATEFIPS (2-digit state code merged with 3-digit county code)
4) COUNTY
5) ZIP

12.2.2.3 **UDF Fields** - You can associate your custom values to a county by adding content in any of the following UDF fields.
1) UDFZIP1
2) UDFZIP2
3) UDFZIP3
4) UDFZIP4

12.2.2.4 **Common Applications** - Categorize territories by:
1) Branch / Dealer

2) Region
3) Sales Person / Regional Manager
4) Parts and Service Department / Coordinator

12.2.3. **Equipment Code UDF** (Table Name: EQTCODE.xls)

Linking Field(s)

UDF Fields: 2

EQTCODE	EQTDESC	INDUSTRY	EQTFLY	UDFEQT1	UDFEQT2
0320	MINI EXCAVATOR	CONSTRUCTION	EXCAVATORS	CONSTRUCTION	COMPACT EQT
0325	MINI EXC (LOG)	CONSTRUCTION	EXCAVATORS	CONSTRUCTION	COMPACT EQT
0330	RUBBER TIRE EXC	CONSTRUCTION	EXCAVATORS	CONSTRUCTION	LARGE EQT
0335	RUB TIRE EXC LOG	CONSTRUCTION	EXCAVATORS	CONSTRUCTION	LARGE EQT
0500	SKID STEER LDR	CONSTRUCTION	SKID STEER LOADERS	CONSTRUCTION	COMPACT EQT
0505	SKIDSTR LDR(LOG)	CONSTRUCTION	SKID STEER LOADERS	CONSTRUCTION	COMPACT EQT
0509	COMPACT UTIL LDR	CONSTRUCTION	SKID STEER LOADERS	CONSTRUCTION	COMPACT EQT
0520	TRACK SKID LDR	CONSTRUCTION	SKID STEER LOADERS	CONSTRUCTION	COMPACT EQT
0525	TRACK SSL (LOG)	CONSTRUCTION	SKID STEER LOADERS	CONSTRUCTION	COMPACT EQT
8210	UTILITY TRACTOR	AGRICULTURE	UTILITY TRACTORS	AGRICULTURE	TRACTORS
8220	UTILITY LOADER	AGRICULTURE	UTILITY TRACTORS	AGRICULTURE	TRACTORS
8224	UTIL BKT/LDR ATT	AGRICULTURE	UTILITY TRACTORS	AGRICULTURE	TRACTORS
8230	UTILITY TLB	AGRICULTURE	UTILITY TRACTORS	AGRICULTURE	TRACTORS
8400	4WD AG TRACTOR	AGRICULTURE	4-WHEEL DRIVE AG TRACTOR	AGRICULTURE	TRACTORS

12.2.3.1 **Link Logic -** The UDF values entered in the EQTCODE.xls table are appended to your Catapult Analytics results when:

EQTCODE field from DATA.xls = **EQTCODE** field from EQTCODE.xls UDF table.

12.2.3.2 **Pre-Populated Fields –** The EQTCODE table is pre-populated with EDA's master list of equipment codes for all industries.
1) EQTCODE - EDA's Equipment Code
2) EQTDESC - Equipment Description
3) INDUSTRY – EDA assigned Industry
4) EQTFLY – EDA assigned Product Family

12.2.3.3 **UDF Fields -** The user can associate their custom values to an equipment code by adding content in any of the following UDF fields:
1) UDFEQT1
2) UDFEQT2

12.2.3.4 Common applications
1) Categorize the equipment codes into industries, such as Construction and. Agriculture.
2) Categorize the equipment codes into groups, such as Compact and Large equipment.

12.2.4. **Manufacturer UDF** (Table Name: UDFMFG.xls)

Linking Field(s)

UDF Fields: 2

EQTMAN	UDFMFG1	UDFMFG2
CASE		Compete
CAT		Non-Compete
CHAMPION	My Brand	
DEERE		Compete
GEHL		Compete
JLG		Compete
KOMATSU		Non-Compete
NEW-HOLLAND		Compete
POSI-TRACK	My Brand	
SKYTRAK	My Brand	
VOLVO		Compete

12.2.4.1 **Link Logic** - The UDF values entered in the UDFMFG.xls table are appended to your Catapult Analytics results when:

The **EQTMAN** field in your DATA.xls results = The **EQTMAN** field in your UDFBUYID.xls UDF table.

12.2.4.2 **Pre-Populated Fields** – None

12.2.4.3 **UDF Fields**

1) EQTMAN – This is the "key" field. A valid EDA manufacturer's name must be entered into this field and exactly as expressed in EDA's data. For example, if you wanted to create a custom value for manufacturer John Deere, you would enter DEERE in the table to match what is represented in EDA's database.
   a. Tip: You can copy and paste the manufacturers name directly from Catapult results.
   b. Important: Only list the EQTMAN once. Entering a EQTMAN more than once will cause the UDF values to be appended more than once, thus, falsely increasing the units listed in your Catapult Analytics tool.
2) UDFMAN1
3) UDFMAN2

12.2.4.4 **Common Applications**

1) Assign more than one manufacturer to a parent company (i.e. a parent company that markets many products under different names)
2) Categorize the equipment your dealership represents (i.e. if you are a dealer that reps many brands, you may want to enter your company name in the UDF field for all brands represented)
3) Categorize manufacturers as competing vs. non-competing brands

12.2.5. **Equipment Model UDF** (Table Name: UDFMODEL.xls)

Linking Field(s)

UDF Fields: 4

EQTMAN	EQTCODE	EQTMODEL	UDFMODEL1	UDFMODEL2	UDFMODEL3	UDFMODEL4
DEERE	0110	650-J	Compete	$ 112,000	My Model BA	Engine HP-480
DEERE	0110	700-J	Compete	$ 129,000	My Model AB	Engine HP-620
DEERE	0110	750-J	Compete	$ 130,000	My Model AC	Engine HP-800
DEERE	0112	650-J-LGP	Non-compete	$ 110,000		Engine HP-480
DEERE	0112	700-J-LGP	Non-compete	$ 126,000		Engine HP-620
DEERE	0115	700-J	Compete	$ 129,000	My Model AB	Engine HP-621
DEERE	0115	700-J	Compete	$ 130,000	My Model AC	Engine HP-800
CAT	0110	D-6-R-XL	Compete	$ 190,000	My Model BA	Track BL-C
CAT	0110	D-6-N-XL	Compete	$ 175,000	My Model BA	Track BL-C
CAT	0110	D-6-R-XW	Compete	$ 193,000	My Model BA	Track BL-C
CAT	0112	D-5-G-LGP	Non-compete	$ 112,000		Track BL-C
CAT	0112	D-6-N-LGP	Non-compete	$ 178,000		Track BL-C
CAT	0112	D-3-G-LGP	Non-compete	$ 64,000		Track BL-C
CAT	0115	D-6-4-XL	Compete	$ 194,000	My Model AA	Track BL-G
KOMATSU	0110	D-65-EX	Compete	$ 193,000	My Model AA	Track BL-K
KOMATSU	0110	D-41-E	Compete	$ 129,000	My Model AC	Track BL-K
KOMATSU	0110	D-39-EX	Compete	$ 114,000	My Model BA	Track BL-K

12.2.5.1 **Link Logic** - The UDF values entered in the UDFMODEL.xls table are appended to your Catapult Analytics results when:

The **EQTMAN** and **EQTCODE** and **EQTMODEL** fields in your DATA.xls results = The **EQTMAN** and **EQTCODE** and **EQTMODEL** fields in your UDFMODEL.xls UDF table.

Why is the EQTCODE required? Some manufacturers use the exact same model for different type of machines. A manufacturer may label their dozer a model XYZ, but also label their wheel loader XYZ.

12.2.5.2 **Pre-Populated Fields** – None

12.2.5.3 **UDF Fields –** There are three key fields – EQTMAN, EQTCODE, and EQTMODEL.

Tip: The Catapult Analytics Top Models table can be quickly modified to drop in EQTCODE. This can be a good way to begin developing your UDFMODELs list. You can contact EDA for further assistance.

Important: Only list the unique combination of EQTMAN, EQTCODE, MODEL once. Entering any unique combination more than once will cause the UDF values to be appended more than once, falsely increasing the units listed in the Catapult Analytics tool.

1) EQTMAN – A valid EDA Manufacturer's name must be entered into this field.
2) EQTCODE – A valid EDA equipment code must be entered into this field. Make sure the field is in "text" format. The same model may be categorized in two different EDA equipment codes (i.e. 0110-standard, 0115-logging). If this is the case, there

should be a separate line item in the table for each equipment code & model combination.

3) EQTMODEL – A valid EDA model must be entered into this field. Each slight variation in a model must have its own separate line in the table.
4) UDFMODEL1
5) UDFMODEL2
6) UDFMODEL3
7) UDFMODEL4

12.2.5.4 **Common Applications**

1) Categorize models as competing vs. non-competing models
2) Assign your own equipment values for models
3) Assign your company's comparable model
4) Assign the peripheral equipment associated with a given model (i.e. engine, track, lubricants, etc).

12.2.6. **Equipment Size UDF** (Table Name: UDFSIZE.xls)

Linking Field(s)

UDF Fields: 2

EQTCODE	EQTDESC	SIZELETTER	SIZEDESC	UDFSIZE1	UDFSIZE2
0110	CRAWLER DOZER	D	NET HORSEPOWER UNDER 60	Compete	My Model GY-L
0110	CRAWLER DOZER	F	NET HORSEPOWER 60 & UNDER 75	Compete	My Model GY-L
0110	CRAWLER DOZER	H	NET HORSEPOWER 75 & UNDER 85	Compete	My Model XM-S
0110	CRAWLER DOZER	I	NET HORSEPOWER 85 & UNDER 105	Compete	My Model XM-S
0110	CRAWLER DOZER	J	NET HORSEPOWER 105 & UNDER 130	Compete	My Model XM-ST
0110	CRAWLER DOZER	K	NET HORSEPOWER 160 & UNDER 190	Non-compete	
0110	CRAWLER DOZER	L	NET HORSEPOWER 130 & UNDER 160	Non-compete	
0110	CRAWLER DOZER	N	NET HORSEPOWER 190 & UNDER 260	Non-compete	
0110	CRAWLER DOZER	P	NET HORSEPOWER 260 & UNDER 360	Non-compete	
0115	CRAWLER DOZER (LOGGING)	D	NET HORSEPOWER UNDER 60	Compete	My Model GY-L
0115	CRAWLER DOZER (LOGGING)	F	NET HORSEPOWER 60 & UNDER	Compete	My Model GY-L
0115	CRAWLER DOZER (LOGGING)	H	NET HORSEPOWER 75 & UNDER 85	Compete	My Model XM-S
0115	CRAWLER DOZER (LOGGING)	I	NET HORSEPOWER 85 & UNDER 105	Compete	My Model XM-S
0115	CRAWLER DOZER (LOGGING)	J	NET HORSEPOWER 105 & UNDER 130	Compete	My Model XM-ST
0115	CRAWLER DOZER (LOGGING)	K	NET HORSEPOWER 160 & UNDER 190	Non-compete	
0115	CRAWLER DOZER (LOGGING)	L	NET HORSEPOWER 130 & UNDER 190	Non-compete	
0115	CRAWLER DOZER (LOGGING)	N	NET HORSEPOWER 190 & UNDER 260	Non-compete	
0115	CRAWLER DOZER (LOGGING)	P	NET HORSEPOWER 260 & UNDER 360	Non-compete	

12.2.6.1 **Link Logic** - The UDF values entered in the UDFSIZE.xls table are appended to your Catapult Analytics results when:

The **EQTCODE** and **EQTSZ** fields in your DATA.xls results = The **EQTCODE** and **SIZELETTER** fields in your UDFSIZE.xls UDF table.

12.2.6.2 **Pre-Populated Fields** - The UDFSIZE table is pre-populated with EDA's master list of size codes for all industries

1) EQTCODE
2) EQTDESC
3) SIZELETTER

12.2.6.3 **UDF Fields**

1) UDFSIZE1
2) UDFSIZE2

12.2.6.4 **Common Applications**

1) Categorize equipment sizes as competing vs. non-competing models
2) Assign your company's comparable model for that size of equipment
3) Assign the peripheral equipment associated with a given size of equipment (i.e. engine, track, lubricants, etc).

12.2.7. **Buyer ID UDF** (Table Name: UDFBUYID.xls)

Key Field

UDF Fields: 4

BUYID	COMPANY	UDFBUYID1	UDFBUYID2	UDFBUYID3	UDFBUYID4
G170834	Currin & Sons Incorporated	e725-1342	Bob's Account	A Customer	
E062904	Greggers Grading Llc	b634-1587		Prospect	
E133715	Tim Taylor Realty Llc	e725-2571		Prospect	
1807507	Richard L Denson Grading	e725-1345		B Customer	
B057020	King Construction & Piping	e725-5423	Bob's Account	Prospect	
1811187	George Kiddco Incorporated	b634-9657		A Customer	
G951593	Mickey Meekins Farm Eqt Co	e725-4221		Prospect	
2046818	Young & Mcqueen Grading Co	e725-5176	Tony's Account	B Customer	
F823382	Provident Developers Grp Inc	b634-1350		B Customer	
1238210	S & S Construction	e725-4798		Prospect	
G578771	R & S Gouge Excavating	e725-1521		A Customer	
1593368	Nichols Contracting Inc	e725-1321		Prospect	

12.2.7.1 **Link Logic** - The UDF values entered in the UDFBUYID.xls table are appended to your Catapult Analytics results when:

The **BUYID** field in your DATA.xls results = The **BUYID** field in your UDFBUYID.xls UDF table.

12.2.7.2 **Pre-Populated Fields** – None

12.2.7.3 **UDF Fields**

2) COMPANY – you can enter the company name or leave this blank
3) BUYID – This is the key field. Valid EDA Buyer IDs must be entered into this field.
4) UDFBUYID1
5) UDFBUYID2
6) UDFBUYID3
7) UDFBUYID4

12.2.7.4 **Common Applications**

Use the UDFBUYID table to append the customer number, primary contact person, phone, email, etc from your system automatically to your Catapult Analytics results.

With Catapult's List Match Tool this process is easy. Simply have your Administrator upload your list of customers or prospects to Catapult using the List Match Tool. Once the match is complete, your Administrator can download the de-duplicated results, and quickly make the following modifications so it will work with the Analytics Tools. Important: Use only the de-duplicated results for use with Catapult Analytics!

1) Rename the first column in the de-duplicated results download from "EDABUYERID" to "BUYID" in order for the Catapult Analytics tools to locate the information.

2) Choose any of the other columns from the download to be your UDF fields. For example, if you want your customer number to be one of the four available UDF fields, then simply change the column heading from “Customer Number” to “UDFBUYID1”
3) Catapult Analytics looks for UDFBUYID1, UDFBUYID2, UDFBUYID3 and UDFBUYID4 column names, so make sure your file includes all four column headings. For example, if your file does not include a column named UDFBUYID4, you will receive an error when you try to refresh your Analytics Tools.
4) Change the name of the Excel worksheet (or tab) to “UDFBUYID”
5) Save the Excel workbook as “UDFBUYID.xls” in the EDA folder on your C: drive (this will replace the existing UDFBUYID.xls” file.

The next time you refresh your Analytics Tools, the UDFBUYID1 through UDFBUYID4 fields will automatically be appended to the results.

12.2.8. **Buyer SIC UDF** (Table Name: UDFSIC.xls)

Linking Field(s)

UDF Fields: 4

SIC	SICDESC	EDA_ONLY	UDFSIC1	UDFSIC2	UDFSIC3	UDFSIC4
0811	TIMBER TRACTS		Forestry			
0831	FOREST PRODUCTS		Forestry			
0851	FORESTRY SERVICES		Forestry			
1100	COAL MINING ANTHRACITE		Mining			
1200	COAL MINING BITUMINOUS & LIGNT		Mining			
1221	BITUMINOUS COAL AND LIGNITE SURFACE		Mining			
1222	BITUMINOUS COAL UNDERGROUND		Mining			
1231	ANTHRACITE MINING		Mining			
1611	HIGHWAY AND STREET CONSTRUCTION		Road building			
1622	BRIDGE TUNNEL & ELEVATED HIGHWAY		Road building			

12.2.8.1 **Link Logic** - The UDF values entered in the UDFSIC.xls table are appended to your Catapult Analytics results when:

The **BUYSIC** fields in your DATA.xls results = The **SIC** fields in your UDFSIC.xls UDF table.

12.2.8.2 **Pre-Populated Fields** - The UDFSIC table is pre-populated with EDA’s master list of size codes for all industries
4) SIC
5) SICDESC
6) EDA_ONLY – This field will contain an “X” if this is an EDA developed classification code.

12.2.8.3 **UDF Fields**
3) UDFSIC1
4) UDFSIC2
5) UDFSIC3
6) UDFSIC4

12.2.8.4 Common Applications

4) Categorize buyers into your own industry groupings
5) Enter a standard lease period for a given industry

13.0 EDA Support and Training

While we strive to make Catapult easy to use, we recognize the some users may need additional assistance getting started. As a result, we have developed a number of training options designed to meet your specific training preferences. These include:

13.1 Administrative User Orientation Session

Each Administrative User has the opportunity to receive a personalized orientation session with EDA professionals. These sessions are conducted online via WebEx and are intended to provide the Administrative Users with the knowledge and tools to allow the Administrators to train the Standard Users within their organization. We also encourage Administrators to invite Standard Users to attend this session. If you are an Administrative User, call EDA at 800-495-5750 to schedule your Administrative User Orientation session. We ask that you call so we can arrange a date and time that is convenient to you. During the session you will learn the basics in the following areas:

- Quick review of EDA and UCC's
- Introduction to Catapult
- Catapult Login & Welcome Page
- Catapult User Management
- Catapult Queries
- Catapult Watches
- Catapult Results and Reports
- Catapult Analytics™ - Automated Tools

13.2 On-Demand Narrated Catapult Tutorials

Learn UCC, Catapult, and Catapult Analytics basics at your own pace with EDA's on-demand Tutorials for Catapult. The total duration of the twelve lessons is just over two hours. Complete the lessons in one sitting, or in small increments. Since the tutorials are always available online, the choice is yours! To access the tutorials, click on the icon below.

13.3 Standard User Live Training Sessions

These are scheduled group sessions for Catapult Standard Users and Administrative Users interested in additional live training. These sessions are conducted via WebEx on prescheduled dates & times. During the sessions, EDA professionals will cover the same topics covered in the Administrative Orientation sessions. These group sessions may include users from multiple organizations and industries, so the examples covered during the training will be generic in nature. Visit EDA's Support Site to register for a session.

13.4 Catapult User Guide

13.5 Custom Training

If the first four options do not meet your training requirements, or if you are interested in additional one-on-one or group training, please contact EDA's Customer Support Team at support@edaCatapult.com. For $150 an hour, we can customize programs to meet your specific needs and we can perform the training via WebEx, at EDA, or at your place of business.

Toll Free 800.495.5750 | http://support.edaCatapult.com | support@edaCatapult.com