

The art of intelligence

cūbus is a dynamic, interactive business intelligence solution that gives you instant visibility into the construction market. Using live project information, cūbus effortlessly delivers insight into market size, market penetration, product demand and your competition. You can drill into the multi-dimensional database at any time to view the projects driving the results.

Sophisticated, yet visual and intuitive, cūbus requires no up-front set-up or preset terms. Simply generate the reports you want when you want them, without having to call and request changes.

With the Demand View option, you can quantify demand across the entire universe of new construction projects from Reed and gain a view of relevant opportunities beyond what's been written into a spec.

Uncover business opportunities

Zero in on your market, your products, your brands.

- Gain insight into key success factors
- Identify where your products are specified
- Monitor and measure the impact of marketing campaign efforts

Eliminate competitive uncertainty

Identify your competition's strategies, strengths and weaknesses.

- Compare your specification share versus your competitors'
- Detect and counter competitive threats

Unlock market potential

Break away from the status quo with maximum return on investment.

- Identify new development activities
- Pinpoint existing and new market opportunities
- Identify and evaluate mergers and acquisitions activities

Increase market effectiveness

Gain actionable insight to maximize the potential for investment success.

- Identify profitable customers to target
- Discover high-growth markets for targeted campaigns
- Determine which projects should move forward

Flexible package options make cūbus a perfect fit for all building product manufacturers.



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INTERNATIONAL

cūbus + Demand View

A new work of art

Strong business strategy starts with insight from perspective

cūbus + Demand View provides insight from an entirely new perspective — one never before possible! Using intelligent building models from RSMeans, Demand View instantly quantifies product demand across the entire universe of construction projects from Reed Construction Data and displays the information in a visual, intuitive format within cūbus.

Extend your view of the market

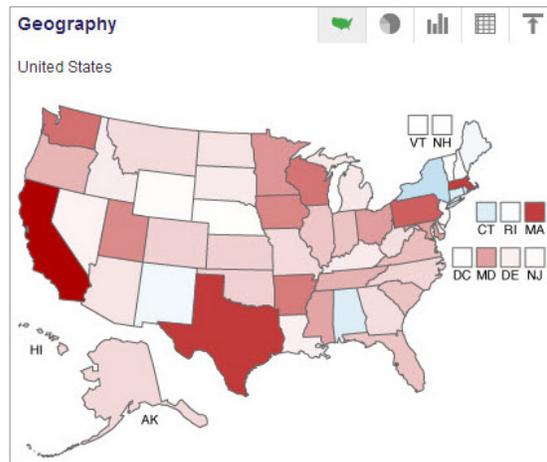
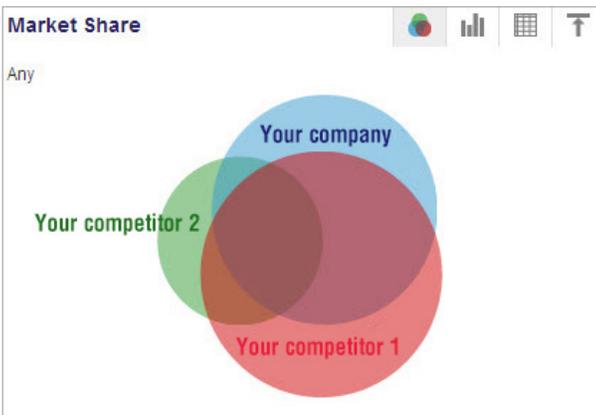
Demand View offers a complete picture of product demand based on verified project information, as opposed to market forecasts or projections of construction activity.

Demand View’s capabilities extend to planning and bidding projects without specifications, which means your view of relevant opportunities is not constrained by what’s been written into a spec.

Understand and analyze demand

Along with a comprehensive view of your market, you need the ability to identify what portion of the market is relevant to your business.

Demand View quantifies the market opportunity for individual products in terms of material, labor and equipment costs — giving you a unique perspective to effectively analyze markets, improve market planning and optimize resource deployment.



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