

The Cruncher

Our web site is now hosted on our own computer

We have done this so we can restructure our site over the next few months to allow you to quickly get the information you want and to provide you with extra services.

If you find that you don't get through to

a page you used to access, try using the "refresh" button in your browser – some systems store pages in a cache, which will need to be updated. We assure you that we are still on the Internet, using most of the

old URLs. If you can't get through, or experience any other problems, please send an email to webmaster@hrs.co.nz with the address of the page you are trying to access.

AULOS hydraulic modelling software

We now distribute the *AULOS* hydraulic modelling program made by Hydra Software in Hamilton. This program has been used on many engineering projects in NZ and around the world, for tasks as diverse as simulating flows in hydro-electric canals, modelling stormwater in small catchments, and predicting the effects of a tsunami in Wellington Harbour. It is unique in its ability to correctly model hydraulically complex situations. The photo below shows *AULOS* being field tested on a South Island canal.

Contact marc@hrs.co.nz for details. Special introductory low pricing expires 20 August, so hurry if you are interested.



SigmaPlot special offer – save \$750

Until 31 August (or until stocks run out) we are passing on to you the benefit of a special discount we were able to negotiate for a bulk purchase. Price is now \$995 + gst, and we can assure you that we won't be able to do a deal like this again. Fax your order to 07 839 9103 or email your order number to glen@hrs.co.nz.

DeltaGraph 5 for Windows

This new version brings our most versatile data graphing program fully up to date, with 11 new graph types, new graph import and export options, new data sources, a chart wizard, chart libraries, and improved data analysis tools.

Within MS Office you simply click the DeltaGraph button in the toolbar and begin charting. When you're working in MS Excel, updates to your data appear automatically in your chart, saving steps and making it simple and quick to create outstanding presentations.

You can adjust every chart element - chart types, color palette, line widths and symbol sizes, special notes and more in a straightforward, intuitive way.

Contact glen@hrs.co.nz to order it, or go to www.hrs.com/software/deltagraph.htm for more information.

Support policy

We welcome all support calls from our customers. We would rather you call us or send us email to get help, than have you unable to do what you want.

We have a policy to get back to you no later than the next working day, either with an answer, or an indication of what we are doing to get the answer.

Normally, you will get much faster service than this. Please contact us again if you don't hear back, because this probably means there are communication problems.

We support the latest and previous version, but often not the older versions.



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Street addresses

If you are our main contact for a license of SPSS, Maple, Mathcad or MATLAB, please ensure we know the correct street address and contact person name so we can send upgrades to the right place. Email any changes to admin@hrs.co.nz.

Business Software

SPSS scope broadens

The new releases of SPSS products allow you to access your database directly, using ODBC wizards. This means that many people can use SPSS products without using the basic statistical routines. You can use SPSS Report Writer to summarise your data, AnswerTree to find predictors of profitable customer traits, and DecisionTime for forecasting, without using SPSS Base at all. SAS users can use these without threatening an organisation's policy of using SAS as its basic statistical tool.

Of course, you will find it is much more convenient to have the power of SPSS at your fingertips, too.

SPSS version 11 enters beta test

The SPSS 11.0 beta program will begin in early August. Expect to see the new version about the end of the year. We know what is coming, and it will be really useful!

User Profile – Duncan Stuart

Duncan is managing director of Kudos Organisational Dynamics. He has extensive skills and experience in marketing, public relations, market research and organisational research, that - when combined with lateral thinking and research insight - give his clients even more than they ask for. He devotes 20% of his time to the development of new research approaches and to his upskilling in new analytical technologies, and this shows in the way he uses the software he buys.

Kudos offers unique and innovative approaches in the field of consumer research, using rigorous, customised, quantitative data analysis research methods, to give marketers a better handle not just on what happened - but on what will happen next in their market. Glen and Ray were recently shown some of Duncan's work, and we were really impressed with the way his company employs a suite of SPSS software tools to provide deep and incisive analysis delivered on client-ready PowerPoint slides. Duncan does not just analyse data, he tells a story with it.

SPSS Report Writer

This new product allows you to present and to summarise data, using style sheets and formatting controls that give you full control over the appearance of your lists, tables, headers and footers. Use your data directly from your database, or use your SPSS files. Show every record in your database, or summarise data with subtotals and grand totals. You can easily do crosstabs. SPSS Report Writer uses the charting and graphing capabilities of Microsoft Graph to instantly transform report data into graphs.

Export your reports as .pdf files, as well as spreadsheet and text formats. Change your data source and your report is immediately updated. See www.hrs.co.nz/software/reportwriter.

'Backward' market research

In our statistic software training courses we have been saying for some time that you should think about your report and what it should contain before you collect your data, in order to make sure you collect everything you need.

It turns out that Alan R Andreasen published an article on this in 1985, in Harvard Business Review, volume 63, page 77. The steps advocated and the examples given have the authority of someone who has really "been there - done that". (Thanks to Tony Lewis, Massey University, who refers to it in his course.)

SPSS hint – traffic light.sps

When SPSS is installed it puts some examples of script files in a directory called "Scripts". These script files are able to change the properties of objects in your output viewer.

The one we use most is called "traffic light.sps". When you run it you are asked for an upper and a lower limit. All cells whose values are above the upper limit are coloured green, those below the lower limit become red, and the ones between become yellow. You can immediately see extremely good or bad cells.



Ray Says:

Who are our customers?

When I explain my company to people who don't know us, I often get asked "Who buys your software?". Here is a quantitative answer, created by using SPSS to analyse the contacts and sales in our company database.

First I summarised the number of people on our database at each organisation. Not surprisingly, the Universities and other tertiary organisations employed the greatest number of our clients. About 30% of the academic staff of each university are on our mailing list.

The next biggest group is the CRIs, where on average about 10% of staff are on our database. There are also two engineering companies in the top 25% of companies ranked by number of contacts at each company. Among companies with more than 12 contacts, there are many of the larger engineering companies, and the electric power companies. Below this are found the health organisations and the larger business consultancies, as well as the regional councils, mixed in with well-known business names.

The median number of contacts at businesses is five people, and among businesses with this number of contacts there are many familiar as well as some unfamiliar names, in all fields of commerce and industry.

80% of our revenue came from the top 20% of our customers (as predicted by the 80/20 rule). Universities, CRIs, engineering and power companies were all in the top half of our revenue sources ranked by value, but other kinds of company are equally important overall.

A large proportion of the organisations in our database does not buy every year, and a significant number have yet to buy at all. We are happy to keep supplying everyone with information, in the expectation that when circumstances suit, you will be ready to deal with a trusted supplier.

Science and Engineering Software

MATLAB Release 12.1

This new offering contains MATLAB 6.1, SIMULINK 4.1, The Developer's Kit for Texas Instruments DSP 1.1, and Virtual Reality Toolbox 2.

In addition, the release includes significant updates to 20 of the Company's most popular solutions for test and measurement, data analysis, image processing, control design, DSP and communications, and embedded applications.

New support for scientific data file formats and enhancements to the desktop interface introduced with MATLAB 6.0 are important additions to MATLAB 6.1. SIMULINK 4.1 features performance improvements, enhancements to its graphical interface that

make it easier for customers to create and edit SIMULINK models, and the ability to easily import legacy code into SIMULINK models.

Go to www.hrs.co.nz/software/matlab.htm to see full details of this release.

During the coming weeks, customers currently on subscription will receive The MathWorks Release 12.1 CD and passcodes for their product configurations.

Alternatively, they can use MATLAB Access to obtain passcodes and license files, and to immediately download their licensed products. You can install this new release over the existing one, in order to keep configuration options. If you have any questions, please contact marc@hrs.co.nz.

MATLAB interface to the LINDO Library

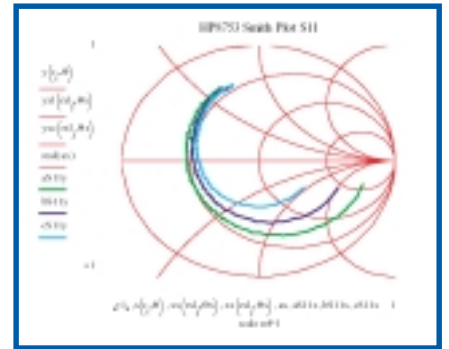
If you are working in MATLAB, and need to do difficult or extensive optimisations, then you are likely to find that the accurate, fast and adaptable routines developed over many years by Lindo Systems are going to be a great help. These are now available to MATLAB users via the LINDO Callable Library. Contact marc@hrs.co.nz for details, or visit www.lindo.com/matlabf.html.

Remcom news

This product for calculating the strength of radio signals is evolving rapidly. Contact Marc about upcoming extensions that allow you to import plans of buildings to calculate the signal strength inside them, and for an improvement that can let you allow for attenuation by vegetation.

Mathcad as a tool for RF circuit design

The graphic analysis used in RF circuit design often uses Smith Charts. The article referenced here discusses the generation of the chart in Mathcad, drawing extra curves on the chart, solving important circuit design problems, modelling stability and parasitics and other important issues. www.amwireless.com/archives/2001/v13n3/pg50.pdf. The chart below comes from that article.



Maple version 7

Maple 7 was announced by Waterloo Maple two weeks ahead of schedule, and is now shipping. Those entitled to upgrades should have received them. This version includes a new range of differential equation solvers, tools for managing units and dimensions, faster numerical integration, and enhanced web connectivity. For more information, please visit www.hrs.co.nz/software/maple.htm. For upgrade or general pricing enquiries please email marc@hrs.co.nz.

Mathematica application packages.

Whether you're an engineer, financial analyst, or researcher, it is possible that a team of experts in your field has created software to help you work smarter. A wide range of products based on Mathematica is described at <http://www.wolfram.com/products/applications/>. These applications all give you direct access to Mathematica's powerful programming language and expansive collection of computational commands, and provide an incredibly rich and flexible working environment.

We have copies of many of them, so if you have questions please contact marc@hrs.co.nz.

Mathcad wins UK Computer Shopper Award 2001

'Expensive, but so easy to use. It's like using a piece of paper that understands mathematics and can solve the equations you type. Not as powerful as Mathematica but still very good, and much better at presentation.'
Computer Shopper, July 2001.



Free Mathcad information

Eight electronic books made with Mathcad are available for free download from www.mathcad.com/library/Electronic_Books.asp. Several of these were once products designed for sale. There is a link from there to a large collection of Mathcad files, as well.

Also, there are learning modules, that can increase your knowledge of programming, and of solving and optimisation with Mathcad. Mathcad users on subscription can get these from www.mathcad.com/download/download.asp.

Mathcad users on subscription will be sent a CD next month that contains some of this material, plus other useful things.

Mathcad special offer – 25% off upgrades.

This promotion ends on the 14th of September. The price for upgrades from all single user commercial or academic versions will be reduced by 25% for this period. Volume licenses are excluded, but talk to us if you think you have a special case. We are keen to encourage network licenses. Contact marc@hrs.co.nz for prices.

Seminars and training

Top 10 reasons for us to train you

- You become proficient quickly – gives you more time to do what you are paid for
- You make sure you know all the important features
- You learn the quick ways to do things
- You find out where all the other sources of help are
- You gain the confidence to experiment
- You learn about the mathematical or statistical methods you need to use
- You learn new analysis methods you did not know about
- You allow your colleagues to get on with their work instead of taking time out to teach you
- You meet other learners that you can share ideas with later
- You learn how to ask HRS support people for help

SPSS Seminars

A seminar entitled “Market Research and Customer Satisfaction Surveys” will be held in Wellington and Auckland on 31 August and 3 September. See www.hrs.co.nz/seminars for details and enrolment, or use the enclosed brochure.

Mathcad Seminars

A seminar entitled “Mathcad for Engineers and Scientists” will be held in Wellington and Auckland on 31 August and 3 September. See www.hrs.co.nz/seminars for details and enrolment, or use the enclosed brochure.

Seminars in smaller centres

In August we will be visiting New Plymouth and Palmerston North, with seminars on Mathcad, SigmaPlot and SYSTAT. We will also be discussing SPSS at Massey University, Palmerston North. See www.hrs.co.nz/seminars, and the enclosure in this mailout for details.

Sigmaplot /SYSTAT Seminar

Auckland, Monday 3 September. See www.hrs.co.nz/seminars for details and enrollment

Seminars in Wellington

We will be running seminars on Mathcad, SYSTAT and SigmaPlot at IGNS in the Gracefield area on Friday 31 August. Everyone is welcome to come, but particularly those at the CRIs in this area. Come and meet your colleagues who are just down the road or even in the same building. See www.hrs.co.nz/seminars.

Victoria University is the venue for Mathcad, SYSTAT, SigmaPlot and SPSS seminars on Thursday 30 August. Again, everyone is welcome, but it is particularly convenient for those of you at the University, polytechnics, or the city-based CRIs.

Health industry seminar

We find that a lot of our SPSS clients are in the health industry, so we have prepared a special seminar for that segment of our market, using examples from our own and overseas experience. It is planned for October 16 in Auckland, so if you wish to know more or to register please visit our web site at www.hrs.co.nz/seminars and see details.

Training Publicity

We have decided not to include printed flyers on training courses with general mailings, but instead to publicise courses mainly to people who have expressed interest in the software. We will continue to mention them in the Cruncher, and you can get details of current training courses at any time from www.hrs.co.nz/training.

@RISK training

Our next public @RISK training course is 14-15 November in Auckland. We will give you more details in the next Cruncher, but we have scheduled the publication date for that Cruncher to be late October, which will give you little notice. If you are interested, please check the details at www.hrs.co.nz/training and enrol for the course on our web site now. You will be reminded and given details in plenty of time to confirm or withdraw.

SPSS Training

Our next public SPSS training course is scheduled for Wednesday 22 August, in Auckland. There will also be courses in Wellington, Christchurch and Auckland, on 28 November, 4 December, and 6 December respectively.

If you wish us to run an in-house course in other centres, or before these dates, do let us know and we will see what we can arrange. For details go to www.hrs.co.nz/training.

Mathcad Training

Helen Quekett will again offer her one-day Mathcad training course in Christchurch on Friday September 7. For details and registration, please go to www.hrs.co.nz/training. (What a great chance for North Islanders to go skiing!)

Contacting us ...

We are based in Hamilton, but supply, support and demonstrate our products around all of New Zealand.

Product information:
www.hrs.co.nz

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