Strategic Advantage by **EMSI**

"Of all of the data tools that I use, I find Strategic Advantage to be the one that I literally use every day. The ability to access data related to industry, occupations, and skills in a very user-friendly way makes this a very practical resource."

— Scott Sheely, Executive Director, Lancaster County WIB, Pennsylvania

"In less than a year, Strategic Advantage has revolutionized the way our college approaches data analysis. We've used it for proposal development, institutional research for academic program planning, and even prospect research for workforce development."

—Tom Prendergast, Director of Institutional Research, North Central State College, Ohio

We put data to work.

WHAT'S YOUR ADVANTAGE?

Detailed, relevant, & reliable information is the key to success in today's economy, but too much can be just as damaging as none at all. That's why EMSI's mission is to provide easy access to the best data available. Thousands of professionals use EMSI's **Strategic Advantage** to make critical strategic decisions.

DATA FOR INNOVATIVE PARTNERSHIPS

Break down barriers to fostering the competitive advantages of your region's workers and businesses. EMSI's innovative web-based suite integrates economic data and modular analysis tools designed for the needs of workforce, economic development, higher education, and industry intelligence professionals.

EMSI carefully selects and enhances data sources for actionable information about industries, occupations, demographics, postsecondary programs, and more. Multiple crosswalks bridge data sets, creating a solution far more valuable than the sum of its parts. And custom regions enable users to transcend political boundaries.

EXPERIENCE STRATEGIC ADVANTAGE

You can explore **Strategic Advantage** with a live, one-on-one demonstration from your desktop. Give us a call today at 1-866-999-3674.

AN INTEGRATED SOLUTION FOR:

- Data-Driven Strategic Planning
- Regional Asset Mapping & SWOT
- Resource Prioritization & Allocation
- Rapid Response / Displaced Worker Situations
- Base Relocation & Closure (BRAC) Projects
- Grant Applications & Implementation
- Business Recruitment
- Career Pathways Projects

KEY FEATURES:

- Industry/Occupation Reports
- Geographic Information System (GIS)
- Career Clusters/Pathways Reports
- Custom-Defined Regions
- Ten-Year Data Projections
- Industry Cluster Analysis
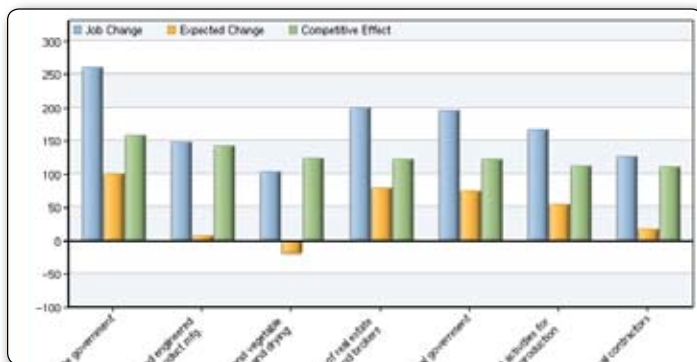- Economic Impact Simulations
- Postsecondary Institution Data

Economic Forecaster

- Instantly access industry and occupation jobs, growth, earnings, unemployment, rankings, indicators, and more
- Tie industries to occupations and vice versa with staffing patterns
- View demographic data by age, gender, and race/ethnicity

Career Pathways

- Analyze regions in terms of workforce competencies
- Analyze occupations' skill compatibility for re-training scenarios
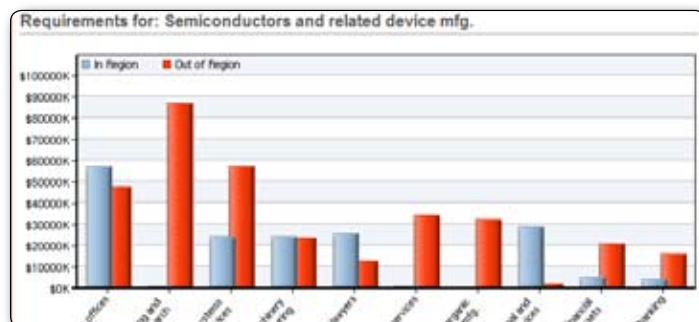- Locate postsecondary institutions offering programs that train for a given occupation

Educational Analyst

- Assess labor market demand for postsecondary programs
- View labor market data for career clusters and pathways
- View high school graduations and overall educational attainment
- View/compare data for any postsecondary institution

Economic Impact

- An advanced regional input/output model—simulate total jobs gained or lost due to changes in one or more industries
- Analyze industry clusters and economic base; discover industries to recruit
- Instantly access key economic indicators for your region

EMSI GIS

- Map and rank regions with EMSI data from other modules
- Multiple data display styles for different purposes
- Add layers for roads, land use, and more

Common Features

- Create custom regions from counties or ZIPs, or choose pre-defined MSAs
- Over 1,070 industries and 800 occupations (NAICS, SOC, and O*NET-SOC)
- Custom data groups aid repeated analysis
- Run instant reports or dig into raw data sets
- Presentation-ready reports, charts, and maps
- Export to Word, Excel, PDF, and printer-friendly format
- Powered by EMSI's custom database, integrated from 70+ state and federal data sources
- 10-year projections for key data
- Fully backed with customer service & support

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EMSI
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CCbenefits Inc.