

# Micromarketer Xpress – Technical Information

## Summary

This document is a technical specification for Experian's Micromarketer Xpress product. The content is intended for both the end users of the software and their IT support teams in being able to understand:

- Data transfer and storage
- Integration with online services
- Pre-requisites for installation
- Minimum system requirements

### Technical summary

Micromarketer Xpress is a .NET based desktop application which is available for Windows XP/Vista/7. Microsoft .NET Framework 3.5 SP1 or later is a pre-requisite for running Micromarketer Xpress. The application integrates with an online Experian hosted data repository, Experian hosted geocoding services and 3rd party mapping and geocoding services.

## Data Storage and Download

- Micromarketer Xpress integrates with a secure Experian hosted data repository from which users can download data via the user interface
- Users are able to import their own data files into the application via an import wizard
- All data (downloaded and imported) is stored in Micromarketer Xpress file formats (.xpax, .xpbx) which the user is able to save locally
- Micromarketer Xpress files contain references to externally held geographic boundary files and background map imagery

## Geocoding Data Transfer

- Imported user data can be geocoded to append geographic co-ordinates to each record of the input file
- Input file fields which the user specifies as address fields during the geocoding process are transferred over a secure network connection to an Experian hosted geocoding service to calculate the geographic location of that address
- No other fields on the input file are transferred to the geocoding service except those specified by the user as address fields

## Publishing Data

Users with a Broadcast license are able to publish an online version of their Micromarketer Xpress file to an open Experian hosted web page. The page is not linked to from any other web page but it has no password protection on access. Therefore sensitive client data should not be published to this service.

# Minimum System Requirements

## Software requirements

- Microsoft .NET Framework 3.5 Service Pack 1

## Supported Operating Systems

- Windows XP
- Windows Vista
- Windows 7

### 64 bit Operating Systems

Only 32-bit versions of the above operating systems are supported. It is not currently possible to install Micromarketer Xpress on a 64-bit operating system

## Connectivity

- Web connectivity required for full access to software features (Work offline mode available)
- Outbound connections are required on the following ports:
  - Port 80 ([http://\\*.neozone.com/](http://*.neozone.com/); [http://\\*.neozone.dk/](http://*.neozone.dk/); [http://\\*.virtualearth.net/](http://*.virtualearth.net/))
  - Port 443 ([https://\\*.neozone.com/](https://*.neozone.com/); [https://\\*.neozone.dk/](https://*.neozone.dk/))
- Web proxy settings are inherited from Internet Explorer by default, or can be configured in the application interface

## Hardware

- **Processor**
  - 500 MHz Pentium processor or equivalent (Minimum);
  - 1GHz Pentium processor or equivalent (Recommended);
- **RAM**
  - 512 MB RAM (Minimum);
  - 1 GB RAM (Recommended);
- **Hard Disk**
  - Up to 1 GB of available space may be required
- **CD or DVD Drive**
  - Not required
- **Display**
  - 1024 x 768 high color, 32-bit (Minimum);
  - 1280 x 1024 high color, 32-bit (Recommended);
  - 1900 x 1200 high color, 32-bit (Ideal)