

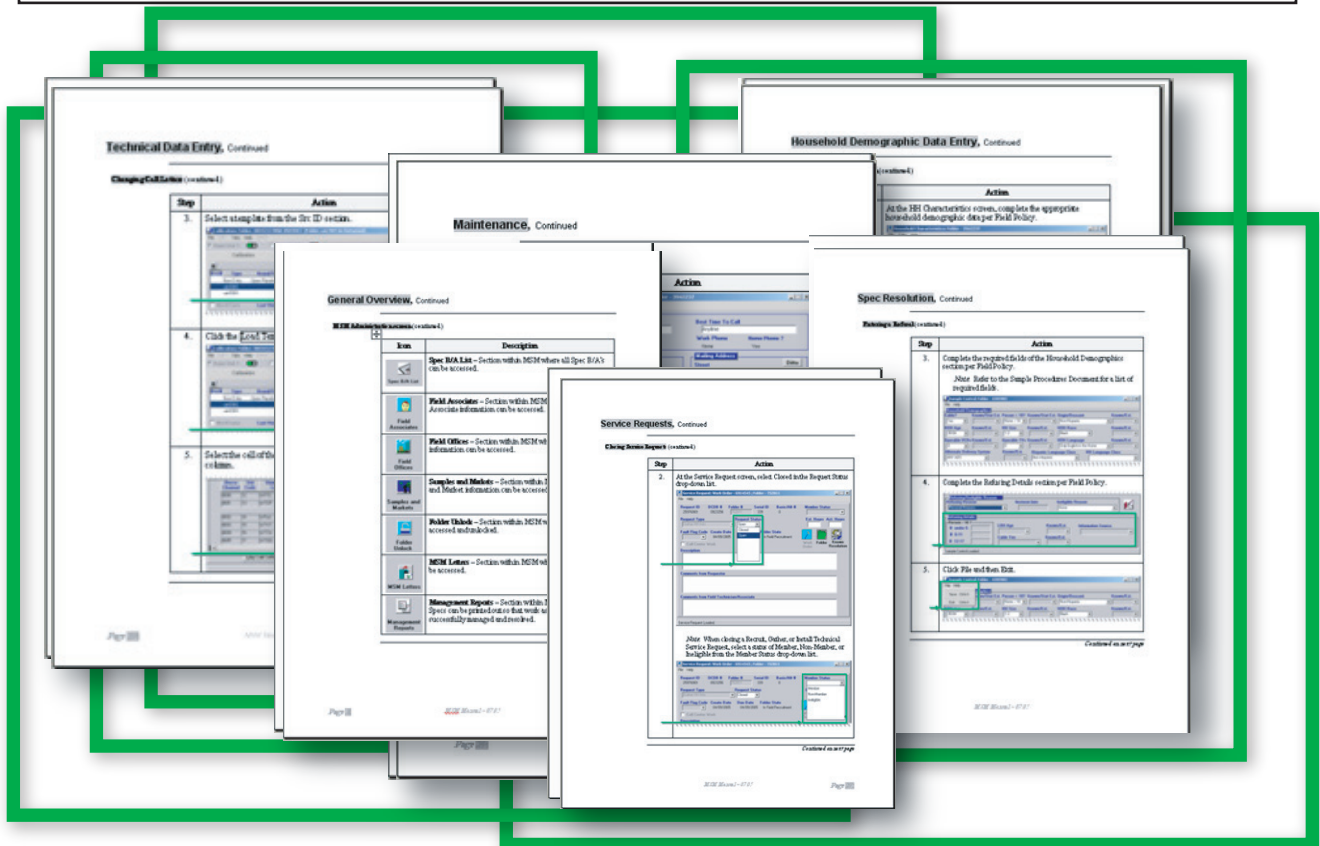


presents Innovative Training Solutions developed for...

Nielsen

MSM Reference Manual

www.nielsen.com



MSM Reference Manual...

A Valuable Tool for Field Associates!!!

Nielsen Media Research partnered with Sealund to design and develop a Metered Sample Management (MSM) Reference Manual for their Field Associates. Nielsen needed to create a reference manual to assist Field Associates with system tasks while working in the field. The manual had to be designed in a fashion that would allow Field Associates to quickly locate the needed information. Nielsen selected Sealund

because of its extensive expertise with developing training reference materials for proprietary software systems.



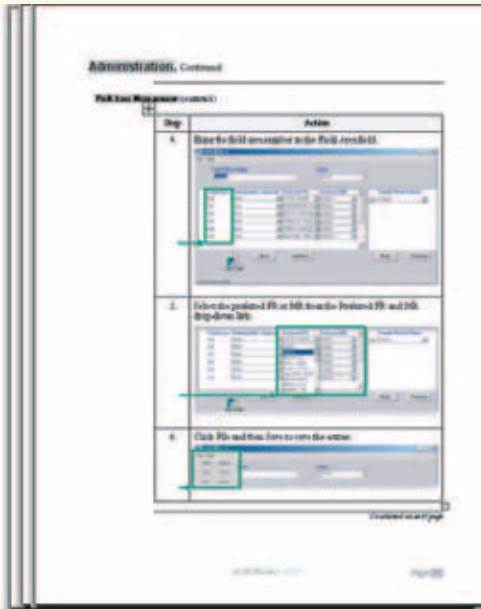
“Working with Sealund & Associates is like having additional staff members on call for anything you need to make your project a success...they go above and beyond to make sure your training is successful!”

Joe Merino



Sealund Special Report

Contact Sealund at 1-800-434-8000 for more information
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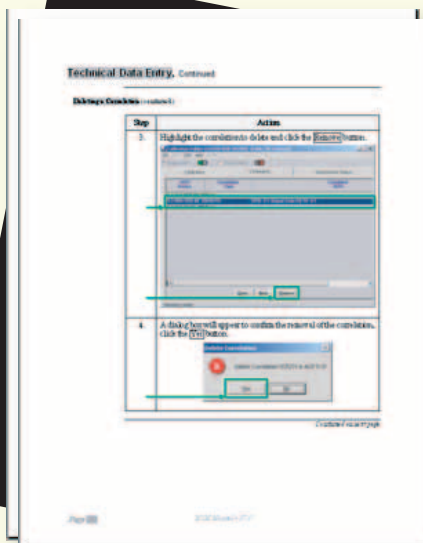
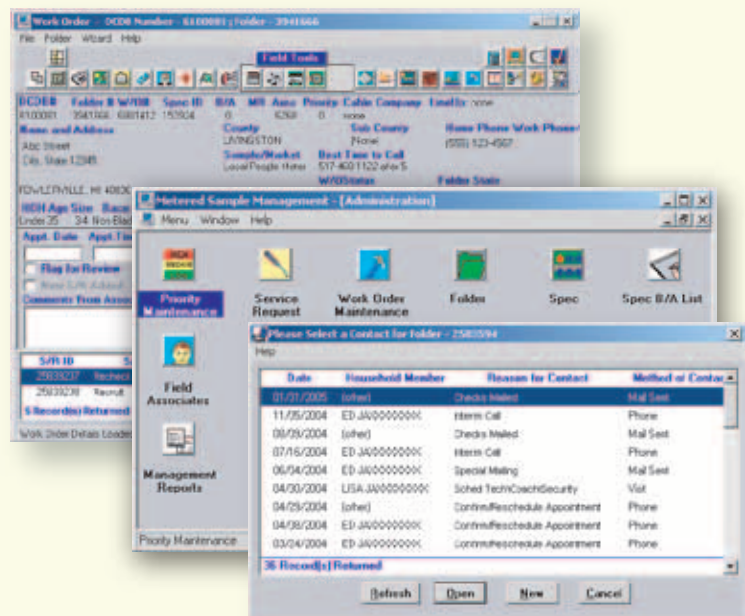


Analysis and Design

In order to develop the MSM Manual, Sealund was provided access to Nielsen's MSM system. This enabled Sealund to make a thorough analysis of tasks required to complete the recruitment and installation of a household in the Nielsen Media ratings network. Sealund captured each system screen and accurately wrote step-by-step instructions that walk associates through each system task. Realistic screen shots using test data were utilized to provide associates with a visual on-screen reference.

End Product

Sealund used Information Mapping to develop the Nielsen MSM Reference Manual. The final manual consists of approximately 340 pages of screen shots and corresponding step-by-step instructions to assist the Associate.



Easily Accessible

One of the exciting features of the MSM manual is that it can be accessed electronically! Nielsen Field Associates now have a manual they can easily and quickly reference while in the field.