

Product Fact Sheet
Confirmit for MR

Confirmit - The Engine of Market Research

Confirmit is the world's leading provider of survey and reporting software for Market Research (MR). Our product portfolio spans the entire project lifecycle and caters to all data collection methods, enabling us to deliver the most complete, feature-rich, and robust set of MR tools available today.

Confirmit's recent merger with Pulse Train has strengthened our industry expertise, contributing a solid foundation of over 30 years' experience in listening to customer requirements and developing MR software. This in-depth industry and related product knowledge enables us to understand the specific needs of your MR business and provide solutions that deliver high quality, fast, and cost-effective results.

Confirmit is "The Engine of MR"

Confirmit's range of survey software tools enables you to manage each and every step of the survey lifecycle, from creation and panel management, to data collection, data processing, reporting, and analysis.

By having a range of products available to you, we are able to offer a solution targeted for your business requirements, both now and as your needs evolve.

Choose from components of, or the entire, Confirmit platform, or our other modular solutions for conducting specific survey activities. You will find a summary of our main product areas below.

Confirmit Supports Your Business

Market Research functions of all kinds can benefit from the range of software that Confirmit offers. Whether your organization is a global MR agency running multi-country, multi-mode projects, or a small department running local projects, we have solutions to meet your survey—and your business—requirements.

Confirmit's solutions enable you to increase project efficiency by completing more projects, more quickly, and improve the quality of results you deliver to your customers. As a result, you are able to improve customer service and retention, enhance business processes, and add value to your entire survey process.

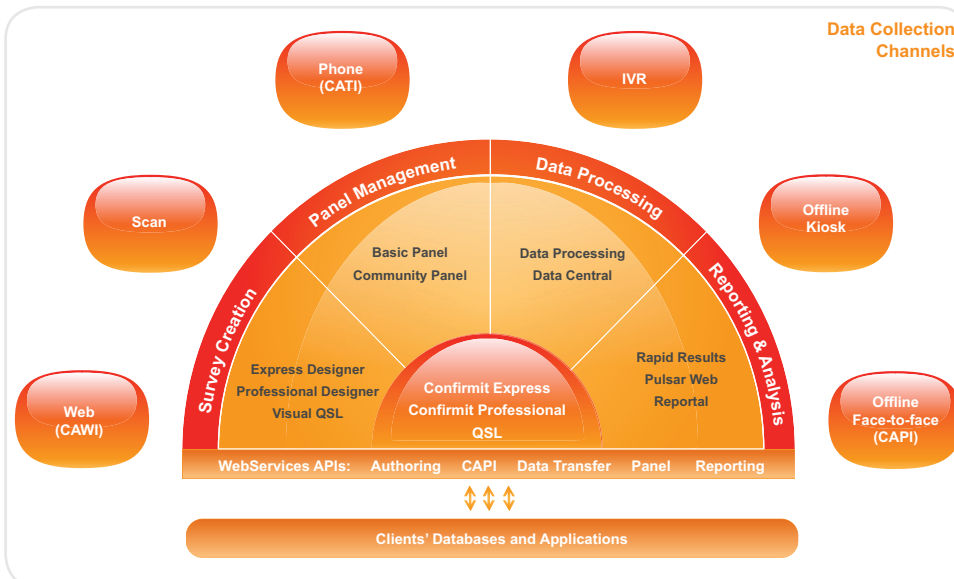
By adopting Confirmit's solutions, MR organizations also benefit from excellent Return On Investment (ROI). This can be measured in terms of cost reductions in the survey process itself, as well as enhanced customer relationships, more accurate survey data and results, and faster survey turnaround.

Solid Technology Foundations

Our technology has been evaluated and proven by specialists in leading MR organizations around the world. Their results have shown that Confirmit can help your business streamline research processes, deliver results more quickly, and reduce costs.

These benefits are made possible by the extensive investment we make in Research and Development (R&D). We have the largest R&D team in the Market Research industry and we provide a clear, well-defined, and highly innovative roadmap that is dedicated to delivering market-leading products and services.

Our software tools are robust and able to integrate with existing MR or other enterprise systems. We are uniquely able to support hundreds, thousands, or millions of respondents since our platform is fully scalable to any sized research application.





Confirmit
everywhere

The world's leading software for Market Research

Below is a summary of our key product areas:

The Confirmit Platform

The Confirmit platform is the core of our integrated product set. Together with our range of Market Research tools, the platform delivers a true end-to-end solution for all types of MR organizations and all varieties of MR studies.

This comprehensive platform incorporates a range of data collection modes and full panel management capabilities to standardize processes and reduce Total Cost of Ownership (TCO). The platform provides a flexible tool for research professionals and ad-hoc survey authors alike, giving them the necessary tools to complete anything from quick tactical surveys to long-term, strategic feedback programs.

The Confirmit platform can be delivered in two ways—either On-Demand or On-Premise. The On-Demand environment enables users to access a shared and secure environment, managed by Confirmit, via the Web. On-Premise customers choose to have server software installed locally for self-management.

Survey Creation

Surveys can be created in either the Designer component of the Confirmit platform, or by using our specific survey authoring tool, Visual QSL.

Panel Management

Panel Management is offered via the Confirmit platform, either using our Basic Panel or Community Panel tools.

Data Collection

Whether collecting data via the Web, CATI, CAPI or multiple modes, Confirmit can provide you with a solution to fit both the size and complexity of your projects. We will discuss your requirements and assess the most suitable option for your business, either using the Confirmit platform or one of our Bellview data collection products.

For paper questionnaires, Bellview Scan provides a powerful, flexible, and scalable data capture tool.

Data Processing (DP)

Confirmit Data Central is our advanced data processing tool, which not only streamlines DP functions, but also provides the 'glue' for universal import and export of data between the Confirmit and former Pulse Train platforms.

Data processing functions can also be performed using the DP module of the Confirmit platform.

Reporting and Analysis

Confirmit offers a number of options for reporting on and analysis of your survey data, dependent on the scale and specific requirements of your project. Confirmit Rapid Results, Confirmit Reportal, and Confirmit Pulsar Web all offer sophisticated functionality enabling top line or in-depth analysis and reporting, as well as a variety of export options for delivering results to your customers.

Future Development

With our already established capabilities to deliver end-to-end solutions, we are now developing the platform to cater to changing market demands. Specifically, we are committed to delivering an enhanced, single-authoring environment that includes support for high-end CAWI, CATI, and CAPI requirements, with integrated dialer support on a Software-as-a-Service basis.

At the same time, we are committed to the ongoing support and development of our modular products, which continue to be the solution of choice for many organizations seeking individual tools to carry out specific survey activities.

The result is a combined product offering that is unrivalled in the Market Research industry and that reflects the comprehensive knowledge, understanding, and experience that Confirmit brings to the marketplace.

About Confirmit

Confirmit is the world's leading provider of software for Market Research (MR) and Enterprise Feedback Management (EFM). The company has more than 200 employees and offices in Oslo (headquarters), Guildford, London, Moscow, New York, San Francisco, and Yaroslavl. Confirmit's software is also distributed through partner resellers in Milan, Santiago, Sydney, Tokyo, and Valencia. Confirmit became a public company in December 2005, and is listed on Oslo Stock Exchange under the ticker "CONF".

Confirmit targets Global 5000 companies and Market Research agencies worldwide with a wide range of software products for feedback / data collection, panel management, data processing, analysis, and reporting. Customers include British Airways, Countrywide Financial, Dow Chemical, Experian, GlaxoSmithKline, Halifax Bank of Scotland, Hewlett Packard, Intrawest, Ipsos, Nielsen, The NPD Group, Safeco Insurance, StatoilHydro, Symantec, and Virgin Media.

