



**FREQUENTLY
ASKED QUESTIONS**

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Frequently Asked Questions

If you are new to online surveys, or finding your current survey system limiting your abilities, then you probably have a few questions on how InSite Surveys can meet your needs. Over the years, we've responded to professionals just like you with clear answers to questions on just about every aspect of our survey system.

In fact, our library of FAQ's is the most widely referenced and downloaded document used by customers to help assess, and compare features and functions across competing survey systems. We have organized some of the most frequently asked questions by category and sub category. Questions pertaining to each section follow with clear, comprehensive answers.

If you have questions that are not addressed in this document, please call us at 1-888-435-0981.

1. Working with Online Surveys

1.1 Survey Design & Layouts

Q. Can I create a survey from scratch?

Yes! With InSite, you can create dynamic online surveys from scratch that can contain an unlimited number of questions and response options. You have complete control over the entire layout and style of your survey, and you're only limited by your imagination.

Q. Can I easily customize my survey layout/template to include a logo's, fonts, and colors of my choice?

Yes! InSite comes with an easy to use HTML editor that allows you to quickly customize your survey layout to include logos, graphics, pictures, backgrounds, fonts and colors of your choice. You can even insert streaming media files.

Q. Can I create surveys based on predefined survey templates?

Yes! If you already have a template you can incorporate the elements of your template into InSite or you can use a variety of default style sheets that you can select to control the underlying look and feel of your survey. From there, you can add other elements to customize any part your survey.

Q. Can I brand my survey?

Yes! You can customize your survey layout to include logos, graphics, pictures, backgrounds, fonts and colors of your choice. You can even insert streaming media files.

Q. Can I use HTML programming if desired when programming the survey (for formatting, line breaks, etc.)?

Yes! If you are familiar with HTML or CSS, you can control the look and feel of any part of your survey. If you are new to HTML or CSS, InSite comes with an easy to use HTML editor that will allow you to quickly customize your survey like an expert user.

Q. Can I configure a survey with multiple pages?

Yes! You can configure a multi page survey by simply selecting this feature in a check box and by assigning page numbers to questions. Your surveys can have any number of pages and you can assign any number of questions to a page.

Q. Can I preview my survey during and after creation?

Yes! You can preview your survey in two ways. The first is through the Preview feature. This feature allows you to view your questions and response options in the order they will appear on your survey and also allows you to directly edit your questions or response options. The second method of previewing your survey is through the Input feature. This feature displays a live survey (the way it will appear to respondents) and does not provide the ability to edit questions or response options.

Q. Can I print a blank survey for review or for offline distribution?

Yes! InSite allows you to produce a printer friendly version of your survey in MS Word or PDF format.

Q. Can I customize a “thank you” message upon survey completion?

Yes! You can customize a thank you message/page upon survey completion. You can also include functionality into your thank you page such as links to redirect respondents or display survey results and other information to respondents.

Q. Can I add an instructions page at the beginning of survey?

Yes! You can have an instructions or intro page at the beginning of your survey.

Q. Can I add a dynamic landing page?

Yes! A dynamic landing page is similar to a thank you page in as much as you can include functionality such as links to surveys or documents and features to capture information to verify and or authenticate respondents.

Q. Can I add instructions as a survey header?

Yes! You can include instructions, graphics, page numbers, progress bars and other information into your survey header.

Q. Can I insert a survey progress bar or a display the percent a survey is complete?

Yes! You can insert page numbers, progress bars and other information into your survey header.

Q. Can I create a survey in multiple languages?

Yes! If your computer contains the necessary character sets you can configure your survey in any language you want. InSite has been configured in the following languages: English, French, Spanish, Italian, German, Russian, Chinese.

Q. Can I edit previously-created surveys?

Yes! You can edit your surveys at any time.

Q. Can I copy previously-created surveys?

Yes! So you don't have to start from scratch, InSite has a feature that allows you to copy your surveys for re use.

Q. Can I spell-check my survey?

Yes! You can spell check your survey questions, instructions, headers, footers and links.

Q. Can I embed a survey within an HTML Web page?

Yes! A simple IFRAME element works perfectly.

Q. Can I configure my survey to contain hyperlinks and other functionality in the survey header?

Yes! The survey header is entirely customizable.

Q. Can I configure my survey that allows respondents to stop and resume the survey (finish survey later)?

Yes! You can insert a Save button into your surveys that will allow respondents to stop and resume/finish a survey later.

Q. Can I configure my survey so that respondents can close their browser without losing information entered?

Yes! You can insert a Save button into your surveys that will allow respondents to stop and resume/finish a survey later without losing any information.

Q. Can I use my own CSS style sheets to manage to look/feel of my survey?

Yes! InSite allows you to insert your own CSS into the application to customize the look and feel of your survey.

Q. Does InSite come with professionally designed CSS style sheet templates?

Yes! InSite has a variety of default style sheets that you can select to control the underlying look and feel of your survey. From there, you can add other elements to customize any part your survey using InSite's HTML editor.

Q. Can I create Poll-type survey that appears on my web page?

Yes! InSite has a feature called the Ballot-Box, that allows you to set-up single poll-type questions and post these on your website. Once a respondent submits their response, poll results are immediately displayed.

1.2 Survey Questions

Q. What is the maximum number of questions allowed in one survey?

There are no limits on the number of questions allowed in one survey.

Q. Can I configure questions where a respondent can select only one response option?

Yes! You can configure questions with single-select response options through the use of radio buttons or menu drop-downs.

Q. Can I configure questions where a respondent can select more than one response option?

Yes! You can configure questions with multi-select response options through the use of check boxes, or, groups of radio buttons or groups of menu drop-downs.

Q. Can I configure questions where a respondent can freely type their response?

Yes! You can configure questions that allow respondents to type text freely into either text boxes or comments boxes.

Q. Can I configure questions that are mandatory?

Yes! You can enforce mandatory response options. Respondents that have over looked questions or have response that are incomplete will be directed back to the mandatory question before proceeding through the survey.

Q. Can I configure questions that are optional?

Yes! By default all survey questions are optional. Only when you specify response options to be mandatory are they not optional.

Q. Can I a copy question or questions?

Yes! You can copy a question using the question editor, or copy an entire survey using the Copy function.

Q. Can I configure skip-patterns to have respondents skip over specified questions depending on the answer selected?

Yes! You can configure a skip pattern from any question containing a quantitative response option. You can also include as many skip patterns in your survey as needed.

Q. Can I have text from a previous response option populate a subsequent question?

Yes! You can configure a question to include text from a previous response option.

Q. Can I configure questions to include a pop-up or tool-tip to provide respondents with additional information?

Yes! If you would like to include additional information alongside a question but do not want to take up a lot of room, you can have this appear in a popup or tool tip that is launched with a mouse-over.

Q. Can I spell-check my questions?

Yes! A spell check feature is included as part of the question editor.

Q. Can I configure questions that contain response options in a grid or table?

Yes! You can configure questions that contain radio buttons, check boxes, menu drop-downs, and open-ended text/numeric boxes as response options in a grid or table.

Q. Can I configure questions that contain singles-select response options in a grid or table?

Yes! You can configure your grid or table to contain radio buttons and menu drop-downs as single select response options.

Q. Can I configure questions that contain multi-select response options in a grid or table?

Yes! You can configure your grid or table to contain check boxes as multi-select response options.

Q. Can I configure questions that contain open-ended numeric response fields in a grid or table that calculates row and/or column totals?

Yes! You can configure your grid or table to contain open-ended numeric boxes as response options that can calculate totals across rows or columns.

Q. Can I configure questions with rating scales?

Yes! You can configure questions with response option rating (Leichart) scales.

Q. Can I create survey question library?

You can copy questions from previously created surveys.

Q. Can I insert questions from question library?

You can copy and insert questions from a previously created survey.

Q. Can I rotate my questions or change the order that question appear to a respondent?

Yes! You can set your questions to rotate within a survey.

Q. Can I randomize my questions as they appear to a respondent?

You can set your questions to rotate within a survey. Question and response option randomization is programmatically not possible.

Q. Can I insert a link or links as part of my question or as a question?

Yes! You can insert a link or links as part of your question.

Q. Can I insert graphics or images as part of my question or as a question?

Yes! You can insert the following file extensions: *.gif, *.xbm, *.xpm, *.png, *.ief, *.jpg, *.jpe, *.jpeg, *.tiff, *.tif, *.rgb, *.g3f, *.xwd, *.pict, *.ppm, *.pgm, *.pbm, *.pnm, *.bmp, *.ras, *.pcd, *.cgm, *.mil, *.cal, *.fif, *.dsf, *.cmx, *.wi, *.dwg, *.dxf, *.svf.

Q. Can I insert audio, video or movie files as part of my question or as a question?

Yes! You can insert the following file extensions: *.asf, *.asx, *.wm, *.wmx, *.wmp, *.wma, *.wax, *.wmv, *.wvx, *.avi, *.wav, *.mpeg, *.mpg, *.mpe, *.mov, *.m1v, *.mp2, *.mpv2, *.mp2v, *.mpa, *.mp3, *.m3u, *.mid, *.midi, *.rm, *.rma, *.rmi, *.rmv, *.aif, *.aifc, *.aiff, *.au, *.snd.

Q. Can I insert documents as part of my question or as a question?

Yes! You can insert the following file extensions: *.doc, *.dwg, *.plt, *.pdf, *.ppt.

Q. Can I configure my question that allows respondents to upload a file as an attachment as part of their response?

Yes! You can insert and “Upload File” function as a response option or as part of your response options.

1.3 Survey Response Options

Q. Can I incorporate multiple response options with my question?

Yes! You can incorporate multi-select response options into your questions using check boxes.

Q. Can I incorporate single response options with my questions?

Yes! You can incorporate single-select response options into your questions using radio buttons, menu drop-downs.

Q. Can I incorporate open-ended response options with my questions?

Yes! You can incorporate open-ended response options into your questions using text boxes and comments boxes.

Q. Can I configure response options with Leichart or rating scales?

Yes! You can configure response options containing radio buttons as part of a rating or Leichart scale.

Q. Can I configure response option tables containing Liechart or rating scales?

Yes! You can configure response options in a grid or table containing radio buttons as part of an over-arching rating or Leichart scale.

Q. Can I configure response option tables with check boxes?

Yes! You can configure response options in a grid or table layout to contain check-boxes.

Q. Can I configure response option tables with menu drop-downs?

Yes! You can configure response options in a grid or table layout to contain menu drop-downs.

Q. Can I spell-check my response options?

Yes! You can spell check your response options and questions.

Q. Can I configure response options that enforce a specific numeric format?

Yes! You can configure your response options to enforce a specific numeric formats such as phone number, percentage, currency as well as specify decimal places and rounding.

Q. Can I configure response options that enforce a specific date format?

Yes! You can configure your response options to enforce a specific date format using a visual calendar prompt.

Q. Can I format my response options to facilitate a skip pattern?

Yes! You can format any quantitative response option to skip to a respondent to a subsequent target question.

Q. Can I have text from a previous response option populate a subsequent question?

Yes! You can have a selected response option appear as part of a subsequent question.

Q. Can I configure my response options to calculate sums or percentages?

Yes! You can configure your response options to calculate sums, percentages and enforce a specified or desired total.

Q. Can I validate numeric responses?

Yes! You can apply a specific numeric format to your response options and validate the desired format numeric response options have been entered before a respondent can proceed through the survey.

Q. Can I rotate the response options as they appear to a respondent?

Yes! You can rotate your response options in the same manner you can rotate questions.

Q. Can I randomize the response as they appear to a respondent?

You can set your response option to rotate under a question. Question and response option randomization is programmatically not possible.

Q. Can I configure my response options to total a specified sum?

Yes! You can configure your response options to calculate sums, percentages and enforce a specified or desired total.

Q. Can I ensure responses are in the correct format based on defined types (Integer, Number, Date, String, Email Address, etc.)?

Yes! You can configure your response options to enforce a specific numeric formats such as phone number, percentage, currency, email address, date, string as well as specify decimal places and rounding.

Q. Can I ensure a response option has been selected before allowing a respondent to proceed to the next question?

Yes! You can enforce specific response options be selected before allowing a respondents to proceed to the next question or page. Survey pages containing missing response options will contain links to those response options at the top of the survey page. Missing response options are also highlighted with a red bullet point.

Q. Can I configure the survey so that respondents can go backward and change responses?

Yes! You can allow respondents to change selections on a page or return to a previous page (for multi-page surveys) by included a Back button.

Q. Can I configure a survey so that respondents can't go backward and change responses?

Yes! You can lock response options and survey from further editing.

Q. Can I configure a survey so that respondents can go back and change their responses once their survey is submitted?

Yes! You can allow respondents to change selections on a page or return to a previous page (for multi-page surveys) after a survey has been submitted by including a return button or link.

Q. Can I configure a survey to lock-out respondents once their survey is submitted?

Yes! You can lock respondents out of their survey once it has been submitted.

1.4 Survey Distribution

Q. Can I distribute surveys via web, email, pop-up box, or pocket PC-compatible devices?

Yes! You can distribute surveys via email (through the InSite's Dispatch manager), post links to surveys on your website, create iFrames and pop-ups and also configure surveys to be distributed to Pocket-PC compatible devices.

Q. Can I create e-mail survey invitations?

Yes! Using InSite's Dispatch manager you can create personalized survey invitations and send these to any number of contacts contained on your distribution lists.

Q. Can I import e-mail addresses and contact information into the system to send survey invitations?

Yes! By default you can import respondent names and e-mail address, however, you can also customize the contact information you can import into the system and link to a respondent.

Q. Can I export e-mail addresses and contact info?

Yes! You can export any or all contact information contained in the system in the following formats: Excel; SQL, CSV; SPSS; HTML with Office Components; Web archive; Acrobat PDF; XML files with report data, and; TIFF files.

Q. Can I create e-mail lists?

Yes! Using InSite's List Manager you can create lists and import contacts to your lists.

Q. Can I manually type in e-mail addresses and contact information?

Yes! You can manually enter e-mail addresses and contact information to your lists.

Q. Can I easily insert survey links into my survey invitation?

Yes! Simply select the link you want to insert in your survey invitation from the Links menu-drop down.

Q. Can I personalize survey invitations?

Yes! You can personalize all your survey invitations

Q. Can I merge respondent information into a survey invitation?

Yes! You can insert any information linked to a contact into a survey invitation through the use of pre-defined placeholders.

Q. Can I configure invitations with the ability for respondents to opt out?

Yes! You can easily add an opt-out link to all your survey invitations.

Q. Can I designate "from" and a "reply-to" e-mail address in survey invitations?

Yes! You can configure all outgoing survey invitations to contain a "from" or sender email and address in addition to inserting reply-to link into the body of the survey invitation.

Q. Can I configure secure survey links?

Yes! You can easily configure secure survey links through an easy-to-use link parameter feature.

Q. Can I limit responses to one response per respondent?

Yes! You can control the number of times a respondent submits a survey through an easy-to-use link parameter feature.

Q. Can I limit access to 'invited' respondents only?

Yes! You can limit access to 'invited' respondents through survey links and landing pages that require an ID or PIN to validate respondents before accessing a survey.

Q. Can I set a specific time and date that will automatically send out a survey?

Yes! You can set the time and date a survey will be dispatched to your contacts.

Q. Can I receive auto notification and confirmation that a survey invitation has been received?

Yes! You can turn on/off auto notification and confirmation that a survey invitation has been received.

Q. Can I create and configure survey reminder notifications?

Yes! You can easily configure reminder notifications and set the time and date these reminders will be dispatched to non respondents. The system will only send reminders to non respondents so you never have to worry about managing your respondent list.

Q. Can I set a specific time and date that will automatically send out a survey reminders?

Yes! You can easily configure reminder notifications and set the time and date these reminders will be dispatched to non respondents.

Q. Can I ensure reminder notifications are only sent to non respondents?

Yes! You can set the date and time for automated survey notification to be dispatched to non respondents.

Q. Can I easily follow up with non-respondents?

Yes! InSite automatically drops respondents from your survey list so that only non-respondents will ever see a follow-up survey invitation.

Q. Can I set a cut-off/expiration date for a survey?

Yes! You can set up a cut-off/expiration date for any survey.

Q. Can I embed a survey in an e-newsletter?

Yes! It is certainly possible to embed a survey within an email message, although if you do decide to take this route, you should be aware - up front - that we don't recommend this distribution method for surveys. The primary reason is that it is not possible to guarantee that an embedded survey will work correctly for everyone in a non-homogenous respondent group. It makes sense to explore the "embedded form" approach only if the survey administrator can guarantee that all of his or email recipients are using exactly the same platform (operating system, email program, web browser, email and web browser configuration settings, etc.). It then becomes a highly platform-dependent survey, which is not recommended unless the survey is intended for distribution to a group of employees within a single, specific enterprise (where a corporate IT department enforces rigorous desktop and network computer configuration standards).

Q. Can I have an unlimited number respondents to my survey?

Yes! You can post an unlimited number of surveys, include an unlimited number of questions and capture an unlimited number of respondents. All this equals unlimited possibilities.

1.5 Survey Tracking

Q. Can I view real-time response rates?

Yes! You can view real-time, up-to-the-minute results and response for any of your surveys.

Q. Can I see who has/has not responded to a survey?

Yes! You can easily track respondents and non respondent alike using the Response Manager.

Q. Can I identify respondents?

Yes! You can identify respondents in the Response Manager. You can also display response options next to identified respondents.

Q. Can I turn on/off identifying the respondents?

Yes! You can turn on or off the ability to identify respondents.

Q. Can I limit responses per IP address?

Yes! You can limit responses by IP address as well as by setting unique identifiers in survey links.

Q. Can I see the time/date a survey has been submitted?

Yes! All surveys submitted are time and date stamped.

Q. Can I receive auto notification and confirmation that a survey has been submitted?

Yes! You can receive an automatic notification sent to your email address confirming a survey has been submitted.

Q. Can I make respondents anonymous?

Yes! You can ensure respondents remain anonymous.

Q. Can I see how complete/incomplete a survey is on a case-by-cases bases?

Yes! The degree to which a survey is complete/incomplete is displayed on a case by case basis.

Q. Can I link specified responses to a respondent?

Yes! You can link response options to a respondent and display responses and respondents case-by-case.

Q. Can I view abandon rates real-time?

Yes! You can view abandon rates. The degree to which a survey is complete/incomplete is displayed on a case by case basis.

Q. Can I sort my respondent list?

Yes! You have the ability to sort and filter your respondent lists based on: time/date a survey was submitted, response options, level of complete/incomplete, name, email address, etc.

Q. Can I sort my non respondent list?

Yes! You have the ability to sort and filter your non respondent lists based on: time/date a survey was submitted, response options, level of complete/incomplete, name, email address, etc.

Q. Can I export respondent/ non respondent lists?

Yes! You can export you lists in the following formats: Excel; SQL, CSV; SPSS; HTML with Office Components; Web archive; Acrobat PDF; XML files with report data, and; TIFF files.

Q. Can I assign quotas to pre-defined respondent groups?

Yes! You can assign quotas to contacts on your distribution lists so long as these contacts have some form of pre defined information. For example, if you have defined the gender of the contacts on your distribution list you can then set a quota on the number of female and male respondents you wish to capture for your survey.

1.6 Survey Reporting & Data Analysis

Q. What is the maximum number of responses allowed for one survey?

You can capture an unlimited number of respondents/responses on any survey.

Q. Can I instantly view survey results with summary statistics in real-time?

Yes! By default the system displays up-to-the-minute results for all your surveys. By selecting the report format, InSite will instantly analyze your data and provide you with real-time summary statistics.

Q. Can I instantly view quantitative results?

Yes! InSite calculates up-to-the-minute quantitative results for all your surveys. Quantitative results include: frequencies, relative and valid percentages, means, standard deviations, and averages that can be displayed through graphic tables, cross tabs, filtered analysis and more.

Q. Can I instantly view qualitative results?

Yes! InSite calculates up-to-the-minute qualitative results for all your surveys. Qualitative results are displayed verbatim in comments and text box reports that can be sorted by keyword and ordered alpha/numerically.

Q. Can I view graphical results online?

Yes! By default the system produces graphic tables containing frequency histograms, relative and valid percentages, means standard deviations and cross tabs.

Q. Can I produce statistics on the survey responses by certain defined criteria?

Yes! You can create reports based on discreet response options. For example, if you asked the question: "What state do you live in?" - you could then generate a report filtering by state to display responses from only those respondents living in California.

Q. How long are my results available online?

Yes! You survey results are available online as long as you want. Only when you delete a survey or export a survey out of the system will they not be available online.

Q. Can I cross tabulation quantitative results?

Yes! You can cross tabulate your quantitative data and display results in any or all of the following outputs: counts, column percentages, row percentages and means.

Q. Can I filter my results?

Yes! You can filter your results based on any quantitative response option. For example, if you asked the question: "What state do you live in?" - you could then generate a report filtering by state to display responses from only those respondents living in California.

Q. Can I publish reports to the web?

Yes! You can publish reports to your website as dynamic i.e. searchable documents, snapshots or as static, downloadable PDFs.

Q. Can I create reports based a predefined template?

Yes! You can generate reports based on a number of report templates you can select.

Q. Can I create and customize reports?

Yes! You can create customized reports based on your parameters and save these as PDF or Word documents.

Q. Can I share results with others?

Yes! You can share your results with others online or through system generated reports that you can email and publish.

Q. Can I archive survey questions and results?

Yes! All surveys, questions and results can be archived.

Q. Can I export my results and datasets?

Yes! You can export your results and datasets in the following formats: Excel; SQL, CSV; SPSS; HTML with Office Components; Web archive; Acrobat PDF; XML files with report data, and; TIFF files

Can I create a report that covers multiple surveys?

Yes! You can create a report that covers multiple surveys and publish these to your website as dynamic i.e. searchable documents or as static, downloadable PDFs.

Can I display real-time results to respondent after submission?

Yes! You can configure a Thank-You page to display survey results, scores, or other predefined outputs to a respondent after a survey has been submitted.

Can I display real-time survey results and reports directly to the Web?

Yes! You can display real-time reports to your website as dynamic i.e. searchable documents or as up-to-the-minute snap-shots.

Can I view individual responses?

Yes! You can view responses on a per survey basis.

Can I identify or match respondents to responses?

Yes! You can identify or match respondents to responses or responses to respondents.

Can I save an individual response?

Yes! You can view, edit and save in individual response.

Can I delete responses?

Yes! You can view, edit and delete in individual response.

Can I publish survey results and reports directly to the Web ?

Yes! You can publish survey results to your website as dynamic i.e. searchable documents, snap-shots or as static, downloadable PDFs.

1.7 Survey Administration

Q. Can I redirect respondents to a website after survey?

Yes! You can configure a “Thank you” page to redirect respondents to a website after a survey has been submitted

Q. Can I create a survey intro page that asks for an ID or PIN number to verify or authenticate respondents before taking the survey?

Yes! A dynamic intro page (or landing page) where you can include the functionality to capture information such as ID’s passwords or PIN’s to verify and or authenticate respondents prior to accessing a survey.

Q. Can I allow respondents to view their responses to a survey?

Yes! You can configure a Thank-You page to display survey results, scores, or other predefined outputs to a respondent after a survey has been submitted.

Q. Can I allow respondents to print a copy of their survey questions and responses?

Yes! You can configure a Thank-You page to allow respondents to print off a copy of the survey and their responses. You can also configure the system to email an HTML or PDF copy of their results after a survey has been submitted.

Q. Can I specify a date to close and/or deactivate a survey?

Yes! You can set the date when you would like to automatically close or deactivate your survey.

Q. Does the system authenticate responses to avoid duplicates?

Yes! You can set parameters around the Submit button that will lock out respondents from submitting more than one survey once a survey has been submitted.

Q. Can I pre-test a survey and purge test responses?

Yes! You can pre-test your surveys and easily purge test respondents.

Q. Can I share data with other users and/or respondents?

Yes! You can share your results with users and/or respondents online or through system generated reports that you can email and publish.

Q. Can I give other users access to survey data?

Yes! System administrators can set up accounts that can allow access to other users to view survey data and reports.

Q. Can I lock out respondents from submitting more than one survey?

Yes! You can set parameters around the Submit button that will lock out respondents from submitting more than one survey once a survey has been submitted.

Q. Can I lock down a survey once it is submitted so that a respondent can’t return and alter their questions?

Yes! You can set parameters around the Submit button that will lock out respondents from submitting more than one survey once a survey has been submitted.

Q. Can I write URL parameter data to individual response records?

Yes! You can write URL parameter data to individual response records for tracking and audit purposes.

Q. Can I track URL parameters?

Yes! You can track URL parameter data to individual response records for tracking and audit purposes.

Q. Can I add third-party browser-based Web analytics JavaScript to pages for tracking purposes (WebTrends, Omniture, Google, etc.) and produce usage statistics?

Yes! You can create a survey template that includes custom Javascript tags at any location within the page. Also, for an additional monthly fee, InSite can enable IIS logs for your surveys. As long as the external usage monitoring/reporting tool in question is capable of parsing IIS logs.

1.8 Survey Panel Management

Q. Can I import panellists' email addresses and information into the system?

Yes! By default you can import panelists' names and e-mail address, however, you can also customize the contact information you import into the system and have associated with panelist.

Q. Can I export panellists' email addresses and information?

Yes! You can export any or all panelist information contained in the system in the following formats: Excel; SQL, CSV; SPSS; HTML with Office Components; Web archive; Acrobat PDF; XML files with report data, and; TIFF files.

Q. Can I maintain and reuse panellist contact information?

Yes! You can maintain, reuse, update and delete panelist contact information.

Q. Can I create panellist groups and assign panellists to groups?

Yes! You can assign panelists to groups or distribution lists and maintain an unlimited number of panelists and distribution lists.

Q. Can site visitors join a panel and automatically be assigned to a distribution list?

Yes! Visitors to your website that want to join a panel can enter their contact information that can be automatically be assigned to a distribution list for future survey distribution.

Q. Can I assign quotas to pre-defined respondent groups?

Yes! You can assign quotas to contacts on your distribution lists so long as these contacts have some form of pre defined information. For example, if you have defined the gender of the contacts on your distribution list you can then set a quota on the number of female and male respondents you wish to capture for your survey.

2. Managing User Accounts

2.1 System Administration Controls

Q. Can I specify which individuals or groups of individuals may create, edit, delete or view a survey?

Yes! System administrators have the ability to assign individuals to a variety of defined roles. These roles may allow other system users to create, edit or delete surveys, dispatch surveys and manage respondent lists or view reports.

Q. Can I create roles relevant to the survey process and assign access to tool functionalities based on roles?

Yes! You can create roles relevant to the survey process such as designing, editing and deleting surveys, dispatching surveys and managing respondent lists or viewing reports.

Q. Can I create work groups and assign individuals to a group?

Yes! You can create work groups and assign individuals (and related roles) to work groups.

Q. Can system administrators track which user made a particular revision of survey?

Yes! You can track interaction such as revisions made to a survey on a per user basis.

2.2 Application Access

Q. Can I access the application from the Internet?

Yes! InSite is a completely on-demand internet-based application.

Q. Can I have full administrative/users access functionality via the Web browser minimal additional clients plug-ins?

Yes! All administrative functionality is accessed through the web. No client plug-ins are required.

Q. Can I assign user authorizations/roles?

Yes! System administrators have the ability to assign individuals to a variety of defined roles. These roles may allow other system users to create, edit or delete surveys, dispatch surveys and manage respondent lists or view reports.

2.3 Workflow features

Q. Can I approve a survey before it is released to respondents?

Yes! System administrators can approve surveys before they are dispatched to respondents or posted to a website.

Q. Can I log when a survey has been approved and released?

Yes! You can log/track when a survey has been approved and released, when a survey has been closed/deactivated along with tracking other user interaction such as revisions made to a survey.

Q. Can I specify surveys to be read-only after survey has been finalized?

Yes! System administrators can lock surveys from further editing after it has been approved and/or finalized.

Q. Can I assign one or multiple authors to a survey?

Yes! System administrators have the ability to assign individuals to a variety of defined roles. These roles may allow other system users to create, edit or delete surveys, dispatch surveys and manage respondent lists or view reports.

Q. Can I prevent anyone other than the survey author from editing a survey?

Yes! System administrators have the ability to assign individuals to a variety of defined roles. These roles may allow other system users to create, edit or delete surveys, dispatch surveys and manage respondent lists or view reports.

Q. Can I identify alternate administrators to be used in case of absence or conflict?

Yes! System administrators have the ability to assign individuals to a variety of defined roles. These roles may allow other system users to create, edit or delete surveys, dispatch surveys and manage respondent lists or view reports. You can change roles or assign alternate administrators at any time.

Q. Can I view an audit history of survey edits and revisions?

Yes! You view a complete audit history of a survey. You can log/track when a survey has been approved and released, when a survey has been closed/deactivated along with tracking other user interaction such as revisions made to a survey.

3. Security

3.1 Physical Security

Q. What policies and procedures are in place for Physical Security?

Our data center floor utilizes the latest VESDA smoke detection and FE-25 clean agent fire suppression for uninterrupted operation of non-affected equipment in the event of a fire. All off-site data storage is maintained in a specialty built Fire King DS-Series data safe, utilizing electronic and mechanical locking mechanisms. Additionally, biometric and employee specific pass codes are required to pass through all security checkpoints and all internal and external entry points utilize reinforced steel doors and door frames, safety glass, and walls. These access points are video recorded and archived for one year. Our data center is also wired with glass break sensors and visual and audible alarms to alert staff in the event of an external glass break.

3.2 Security Audits

Q. Does InSite conduct regular security audits?

Yes! InSite is Hacker-Safe certified and our relationship with ScanAlert, the world's largest Web site security certification service, allows us to offer customers free daily security scans as part of all our on-demand applications.

Q. Is InSite hacker safe?

Yes! InSite is Hacker-Safe certified and our relationship with ScanAlert, the world's largest Web site security certification service, allows us to offer customers free daily security scans as part of all our on-demand applications.

Q. Can I maintain an audit trail of access and changes?

Yes! You view a complete audit history of system access. You can log/track when the system was accessed, when a survey has been approved and released, when a survey has been closed/deactivated along with tracking other user interaction such as revisions made to a survey.

3.3 Secure Links

Q. Can I configure secure links to a survey?

Yes! You can easily configure secure https:// survey links through an easy-to-use link parameter feature.

Q. Can I assign user ID's and passwords to allow specific access to InSite?

Yes! System users access InSite using a customer number, username and password. You can limit survey access to 'invited' respondents through survey links and landing pages that require an ID or PIN to validate respondents before accessing a survey.

Q. Can I lock-down the system after excessive failed login attempts?

Yes! After 3 unsuccessful login attempts system administrators and InSite are notified.

Q. Can I integrate InSite with active directory?

Yes! Although the survey system must be installed on your server (not ours).

3.4 Secure Service

Q. Can the system support strong authentication?

Yes! Application access is achieved through unique customer numbers, and user-defined usernames and passwords.

Q. Provides secured client/server and backend communications

Yes! InSite provides secured client/server and backend communications (SSL).

3.5 Privacy

Q. Does InSite sell or rent results, data, or lists including e-mail addresses to outside parties?

No! Your data, contacts and surveys is your property, not our. We do not sell, rent or market customer information.

Q. What is your Privacy Statement/Policy?

Please follow the privacy link on our website to see our privacy policy.

4. Hosting Environment

4.1 On-Demand

Q. Is InSite based on an ASP/SAS/On-Demand model?

Yes! Unlike software that requires downloading, installation, and ongoing maintenance, InSite Surveys is an on-demand and worry-free internet application that provides users with leading-edge features and functions to manage the entire survey process. If you can access the internet, you can access your survey system 24/7.

Q. Can I request my application reside on a dedicated server?

Yes! You can request your application reside on a dedicated server. This option does cost a bit more.

4.2 Customer Hosted

Q. Can I choose to host the application independently?

Yes! You can choose to host the application independently. We typically view these types of requests as an enterprise wide integration and this option will cost more.

5. Training & Support

5.1 Customer Training

Q. What is InSite's training and knowledge transfer process?

InSite is a highly user-friendly application where the need for training is set at a minimum. We use your first survey as the starting point to get you comfortable using the application. Once this first survey is posted, most customers are comfortable enough to continue using the application independently, sometimes referring to online help files. Formal day training sessions can also be set-up (on site) to train licensed administrative users.

Q. What training is included in the "base" offering?

We will train licensed administrative users via web seminar to set up your first survey.

Q. What supplemental training is provided?

Onsite training at \$1900 per day/session

Q. Where is the training normally provided?

At client location or our training center in Chicago (whichever is more practical.)

Q. Provide a high level overview of user documentation

User documentation is embedded throughout the application to respond to user questions as they arise. A PDF user guide is available to all users in the Help section of the application. This documentation includes all the “How to’s” of using InSite Surveys.

5.2 Customer Support

Q. What type of support comes with InSite?

InSite provides customer support through the following channels: Web-based support 24/7, toll-free help-desk 8AM-5PM PST, and e-mail support requests.

Q. What is InSite’s escalation response model?

Please follow the Services & Support link on our website to see a detailed description of our escalation response procedures.

Q. How is error handling managed? How do you prioritize error handling (e.g. by hours or days with a specific fix turnaround time, or by other methods)?

InSite Surveys applies application monitoring to all active accounts. Error handling is managed online.

Q. What guarantees are offered for correcting system or application errors in the past?

We exceed industry all standards for response times related to service and support requests. Please follow the Services & Support link on our website to see a detailed description of our escalation response procedures.

Q. Does InSite have disaster recovery and other business continuity provisions?

Yes! Our backup storage back-end is a fully redundant SAN utilizing high speed drives to protect against data corruption and data loss due to drive corruption or failure. Proactive alerts enable us to fix redundancy problems before they ever happen. We use the award-winning Veritas Netbackup product which allows virtually unlimited disaster recovery possibilities. Also, our disaster recovery software alerts us of any backup issues or failures before a problem arises. This allows us to be proactive in troubleshooting issues to ensure restorable data is there when needed.

6. Survey Services

6.1 Survey Design and Consultation Services

Q. Does InSite offer survey design and consultation services?

Yes! InSite has a dedicated team of professional market researchers ready to support all your survey needs including survey design and consultation.

Q. Can I get someone at InSite to help “jump-start” my survey?

Yes! InSite has a dedicated team of professional market researchers that will help you jump-start your survey. We use your first survey as the starting point to get you comfortable using the application. Once this first survey is posted, most customers are comfortable enough to continue using the application independently, if not we can help every step of the way.

Q. Can I get someone at InSite to design my entire survey?

Yes! InSite has a dedicated team of professional market researchers ready to support all your survey needs including survey design and consultation.

Q. Can I get someone at InSite to review, or provide feedback, on my survey?

Yes! InSite has a dedicated team of professional market researchers ready to support all your survey needs including survey design and survey review.

Q. Can I get someone at InSite to help me format my survey?

Yes! InSite has a dedicated team of professional market researchers ready to support all your survey needs including survey formatting and layout.

Q. Does InSite offer tips, information, or recommend best practices for designing online surveys?

Yes! Besides tapping into our knowledge base of professional market researchers, we also have an extensive library of information on useful, tips, trick and techniques to ensure all your survey projects are a success.

6.2 Survey Distribution Services

Q. Does InSite offer survey distribution services?

Yes! InSite has a dedicated team of professional market researchers ready to support all your survey needs including survey distribution and tracking.

Q. Can I get someone at InSite to help me dispatch my survey?

Yes! InSite has a dedicated team of professional market researchers ready to support all your survey needs including survey dispatch and tracking.

Q. Can I get someone at InSite to dispatch my entire survey?

Yes! InSite has a dedicated team of professional market researchers ready to support all your survey needs including managing the entire survey process from distribution to reporting.

Q. Can I get someone at InSite to track and manage my survey in-field?

Yes! InSite has a dedicated team of professional market researchers ready to support all your survey needs including in-field survey management and reporting.

Q. Can I get someone at InSite to help me manage quotas and follow-up with non-respondents?

Yes! InSite has a dedicated team of professional market researchers ready to support all your survey needs including survey management.

Q. Does InSite offer tips, information, or recommend best practices for online survey distribution?

Yes! InSite has a dedicated team of professional market researchers ready to support all your survey needs including advice around methodology, best-practices and survey management.

6.3 Survey Panel Management Services

Q. Does InSite offer Panel Management services?

Yes! InSite has a dedicated team of professional market researchers ready to support all your data collection needs including managing the entire process of survey panels.

Q. Can I get someone at InSite to help me “jump-start” my panel?

Yes! InSite has a dedicated team of professional market researchers that will help you jump-start your panel. We use your first panel as the starting point to get you comfortable using the application. Once this first survey is posted, most customers are comfortable enough to continue using the application independently, if not we will support every step of the way.

Q. Can I get someone at InSite to manage my entire panel?

Yes! InSite has a dedicated team of professional market researchers ready to support all your survey needs including managing your entire survey panel from distribution to reporting.

Q. Can I get someone at InSite to review, or provide feedback, on managing my panel?

Yes! InSite has a dedicated team of professional market researchers ready to provide you with feedback and support on managing you panel.

Q. Does InSite offer tips, information, or recommend best practices for survey panels?

Yes! InSite has a dedicated team of professional market researchers ready to support all your survey needs including advice around methodology, best-practices and survey panel management.

6.4 Survey Reporting Services

Q. Does InSite offer data analysis and survey reporting services?

Yes! InSite has a dedicated team of professional market researchers ready to support all your data analysis, reporting and presentation requirements.

Q. Can I get someone at InSite to help me “jump-start” my report?

Yes! InSite has a dedicated team of professional market researchers ready to support all your data analysis, reporting and presentation requirements including jump-starting your report.

Q. Can I get someone at InSite to organize and produce my entire report?

Yes! InSite has a dedicated team of professional market researchers ready to support all your data analysis, reporting and presentation requirements.

Q. Can I get someone at InSite to review, or provide feedback, on my report?

Yes! InSite has a dedicated team of professional market researchers ready to provide you with feedback and support on your data analysis and reports.

Q. Does InSite offer tips, information, or recommend best practices for preparing reports?

Yes! InSite has a dedicated team of professional market researchers ready to support all your reporting needs including advice around methodology, best-practices, communicating information and effective report presentation.

6.5 Product Enhancement Requests

Q. Can InSite be customized?

Yes! InSite is highly extensible allowing for one-off or unique customized product extensions or simple, modular plug-ins to be added to your system.

Q. Can I customize InSite on my own?

Yes! If you host the application on your own, you can customize InSite independently.

6.6 Programming Services

Q. Does InSite offer programming services?

Yes! InSite has a professional team of programmers ready to support all of your unique and special requirements.

Q. Can I get someone at InSite to review, or provide feedback, on what I've programmed into my survey?

Yes! InSite professional team of programmers and market research professionals ready to review and provide feedback on how you've programmed your surveys.

7. Infrastructure

7.1 System Platform & Infrastructure

Q. What is InSite's infrastructure?

Intel XEON 3.0 GHz quad-processor; 4 GB RAM; Microsoft Windows Server 2003; Microsoft Internet Information Server (IIS) 6.0; Microsoft .NET Framework 2.0; Microsoft SQL Server 2005; Dedicated processor, memory, and bandwidth.

Multiple OC-3 Internet connections to national Internet backbones (AT&T and Qwest); Local connectivity through BellSouth, KDL, and Adelphia, via high-speed SONET OC-48 connections; Cisco routing and switching equipment exclusively; Firewalls implemented at the core router and internal network level; Electrical power supplied by local utilities is fed to the data center via 3 separate power grids; Electrical connections are backed up using multiple Liebert UPS battery backup systems in an N+1 configuration; Internal atmospheric are monitored 24x7x365 to ensure the temperature and humidity of the data center are providing an optimal environment; Overall data center security using multiple levels of security including camera surveillance, key card access, biometric hand scanning, and 24x7x365 on-site personnel

Q. Is InSite scalable

Yes! InSite is highly scalable allowing for one-off or unique customized application extensions or simple, modular plug-ins to be added to your system. If you host the application on your own, you can customize InSite independently.

Q. Is InSite built on a standard, supported MSFT technology (e.g., .NET)?

Yes! InSite is built on .NET 2.0 technology.

Q. Does InSite backup data when application is active?

Yes! Automated nightly backups occur at 2:00AM EST.

Q. Does InSite store all data (surveys) and pointers to surveys that backups can successfully restore all data?

Yes! Yes. InSite maintains a 14-day rotation of backups.

Q. Product can easily integrate with commercially available usage reporting/monitoring systems (WebTrends, etc.)

Yes! For an additional monthly fee, InSite can enable IIS logs for your surveys. As long as the external usage monitoring/reporting tool in question is capable of parsing IIS logs, then integration is easily done.

Q. Does InSite support business continuity and high-availability strategy (redundancy, fail-over, load balancing, etc.)?

Yes! RAID-5, Proactive site monitoring; 99.93% guaranteed uptime; 24x7 support staffed 100% by Microsoft Certified Engineers and Developers; Redundant daily backups

If you require application and database redundancy and/or load-balancing across multiple servers, InSite does indeed have the infrastructure to provide these services (additional costs may apply).

7.2 Database

Q. What backend database is used to compile survey responses?

InSite uses SQL as the backend database.

8. Pricing

8.1 Licensing & Subscriptions

Q. Do you have a basic or Standard Service Agreement?

Yes! InSite's Standard Service Agreement follows a "Named Licensee" model. A Named Licensee is any survey administrator who may configure an unlimited number of surveys ("Survey(s)") and maintain an unlimited number of respondents ("Respondent(s)") using the Services. Under this agreement, a survey must be administered by a Named Licensee.

Named Licensee accounts are individualized and may not be shared or used by anyone other than the one subscriber to whom the Named License account is assigned. The identification of Named Licensee's must be unique to an individual and may not be of a generic nature.

Please follow the Licenses link on our website for more information.

Q. Do you have a Commercial Service Agreement for agencies and service bureaus?

Yes! InSite also has a Commercial Service Agreement designed for agencies and/or service bureaus who wish to use InSite Surveys for commercial use in the operation of a Web-site or otherwise to generate income. Under the terms of our Commercial Service Agreement InSite enters into a set profit sharing arrangement with the agency and/or service bureau using the survey system for commercial use to generate income.

Please follow the Licenses link on our website for more information.

Q. How much does InSite cost?

Please follow the Subscription or Get Started links on our website to see current subscription pricing.

Q. What are the minimum number of users?

Please follow the Subscription or Get Started links on our website to see current minimum number of users per customer account.

Q. Do you have a service agreement?

Yes! Please follow the Service Agreement links on our website to see our current service agreements.

8.2 System Add-ons

Q. Do you have System add-ons or plug-ins?

Yes! InSite has number of System add-ons, plug-ins and modules to help you get the most out of your system. These range from US\$699 - \$1299 per module. Please follow the Pricing links on our website to see our current pricing for system add-ons and modules.

8.3 Product Extension Requests & Customizations

Q. How much do you charge for Product Extension Requests or system Customizations?

Yes! Our rates for extended services (which are optional) start at \$120 per hour. A detailed quote is always provided prior to beginning work on service-based deliverables. Please follow the Pricing links on our website to see our current pricing for Product Extension Requests and Customizations.

9. Other InSite Products & Services

9.1 InSite Messages

Q. What is InSite Messages?

InSite Messages is a dynamic e-mail message and distribution system designed to create and dispatch interactive e-newsletters, and to analyze and report results of e-mail marketing campaigns instantly.

Unlike software that requires downloading, installation, and ongoing maintenance, InSite Messages is an 'on-demand' and 'worry-free' Internet application that provides users with leading-edge features and functions to manage the entire e-mail marketing and newsletter process.

9.2 InSite Forms

Q. What is InSite Forms?

InSite Forms is a dynamic data collection system designed to create and post interactive e-forms, and to analyze and report results of e-forms instantly.

Unlike software that requires downloading, installation, and ongoing maintenance, InSite Forms is an 'on-demand' and 'worry-free' Internet application that provides users with leading-edge features and functions to manage the entire e-mail marketing and newsletter process.

9.3 InSite Services

Q. What is InSite Services?

InSite Services is our Professional Services Team that is dedicated to supporting our customers with additional survey design and consultation, survey distribution services, panel management and reporting services, programming and/or product extension requests.



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