

*For companies and organizations looking for a more efficient way to survey their markets, InSite Surveys is a cost effective and user friendly survey system that creates and dispatches high-caliber online surveys, and analyzes and reports survey results quickly and easily.*

*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.*

**CONNECT WITH YOUR CUSTOMERS**

Surveys are the most reliable way to identify what customers really want and a proven way to increase performance and sales.

Optimizing customer information provides confidence and peace-of-mind by taking the guesswork out of all your important decisions.

The world's top performing companies use InSite to get the most out of their markets and customers.

**InSite Surveys is one of the many great applications in the InSite Systems family.**



**THE REVOLUTION HAS BEGUN!**

InSite has radically transformed the way companies listen to their customers and share business information.

You can now...

- *Design and deliver surveys in minutes — not days or weeks.*
- *Tap into real-time information on your markets, products and services anytime, anywhere.*
- *Have customer or employee feedback at your fingertips.*
- *Eliminate the time and recurring costs previously associated with market surveys.*
- *Make the most of your time and save money in the process.*



**THE RESULTS YOU WANT**

- *Retain more customers*
- *Measure and increase performance*
- *Anticipate needs quickly and effectively*
- *Obtain feedback instantly*

**THE SYSTEM IS HERE!**

If you consider the time, effort, and recurring costs needed to carry out telephone, mail, or fax surveys, the benefits of using InSite are obvious.

- *You can eliminate the ongoing expense of data collection or data entry.*
- *You can distribute thousands of surveys within seconds.*
- *Your data is always up-to-the-minute and analyzed for you automatically.*
- *You can share results quickly and easily.*

**HERE'S WHAT OUR CUSTOMERS ARE SAYING!**

*"InSite helped us to increase the speed of our entire survey execution process, minimize errors, and greatly reduce our cost per survey. Their staff and technology has been invaluable in allowing us to introduce advanced functions such as systems integration, segmentation, and dynamic survey content."* NestléUSA

## CONTROL PANEL

Our award winning interface lets you quickly and easily manage every aspect of your survey project. Whether you need to add or edit a question, set up a list of contacts, track respondents or response rates, or generate real-time reports, you are no more than a click away.

The layout of Control Panel is made up of 4 interrelated modules that follow the entire survey workflow process. From start to finish you can create and dispatch high-caliber surveys, and analyze and report survey results all from the same user-friendly interface.

Depending on your requirements, you can assign account permissions to end-users accessing the Control Panel. For example, some end-users may have account permissions that allow them to view and work only with *specific* surveys, while others may have permissions to view *all* surveys in the system.

The 4 modules in the **CONTROL PANEL** include:

1. The **SURVEY MANAGER** – where you set up new surveys, compose questions, define response options, and assign the layout and analysis functions for your survey.
2. The **DISPATCH MANAGER** – where you create messages (invitations) for email surveys, import and store contacts, set-up distribution lists, and dispatch your surveys.
3. The **RESPONSE MANAGER** – where you can track survey response rates, explore respondent data on a case-by-case basis, edit responses, or enter data manually.
4. The **REPORT MANAGER** – where you analyze your survey results through real-time analysis and reporting tools configured to your system.

The screenshot displays the InSite Control Panel interface. At the top, there is a navigation bar with the InSite logo, a breadcrumb trail '> CONTROL PANEL', and a 'Help' link. Below the navigation bar, a user profile section shows 'Home | Control Panel' and 'john.smith@abccompany.com > Sign Out'. A 'Select Survey >' dropdown menu is set to 'Customer Satisfaction Survey'. The main content area is divided into four numbered modules:

- 1 SURVEY MANAGER**: Features a question editor with a dropdown menu containing '1. Please indicate which best describes'. Below are buttons for 'Survey >' (New, Edit, Find, Preview) and 'Question >' (New, Edit, Import). It shows '47 questions'.
- 2 DISPATCH MANAGER**: Features a dropdown menu for 'Customer Satisfaction survey'. Below are buttons for 'List >' (New, Find), 'Contact >' (New, Find, Import), and 'Message >' (New, Edit, Find, Send).
- 3 RESPONSE MANAGER**: Features a dropdown menu. Below are buttons for 'Response >' (Input, Find) and 'Keys >' (Find, Manage). It shows '22 responses received'.
- 4 REPORT MANAGER**: Features a dropdown menu for 'Quantitative Analysis Report'. Below are buttons for 'Report >' (Analyze, Crosstab, Custom) and 'Export >' (Basic, Advanced).

At the bottom of the interface, there is a footer with '©2009 InSite Survey Systems, Ltd.' on the left and 'INSITE AND ANALYSIS FOR YOUR CONNECTED WORLD' on the right.

Here is a sample screenshot of the basic components found in the **CONTROL PANEL**.

## 1. SURVEY MANAGER

The **SURVEY MANAGER** is where you set up new surveys, compose questions, define response options, and assign the layout and analysis functions for your survey. The **SURVEY MANAGER** is simple to use and you can preview your surveys as they are being designed.

The table below outlines some of the many features and functions of the **SURVEY MANAGER**.



### SURVEY DESIGN FEATURES

Survey Design Features	Description
WYSIWIG survey design interface	Graphical design environment shows users exactly how their questions will appear to respondents.
Styles	Define fonts and colors for questions, tables and text or apply style templates
Survey progress bar	Progress indicator displays for multi page surveys
Spell checker	Check spelling of questions and response options
Save survey feature	Save surveys in progress, access/resume later
Randomized response options/answer lists	Ability to set rotation and or randomization of answer lists/response options
Question library	Save surveys and questions to a library for future use
Response option library	Save response options/ranked scales to a library for future use
Copy Survey/Form	Copy existing surveys and forms for re-use
Insert images	BMPs, JPGs, TIFFs, GIFs etc.
Insert streaming audio/video	Wav./MPEGs etc.
Customizable survey navigation bar	Specify format and placement of survey navigation codes
Response review	Respondents can review their responses before submitting survey
Pre population of data	Pre populate or have determined answers on any question
Multi language support	Surveys and reports can be configured in multiple languages
Single/multi page design	Design single or multi page surveys
Custom Thank You page	Ability to customize Thank You page after survey submission
Landing page	Insert a customized Landing Page prior to respondents accessing a survey
Auto Response receipt	Respondents can view, save and print a receipt of their survey responses

### QUESTION EDITOR FEATURES

Question Editor Features	Description
Single response options	Radio buttons, drop down lists
Multiple response options	Check boxes, multiple drop downs
Choose one and specify	Adds "Other" text box to single response option
Choose many and specify	Adds "Other" text boxes to multiple response options
Rank order question types	Rank order of response options from list
Single response tables	Radio buttons supporting response options contained in table
Multiple response tables	Check boxes supporting response options contained in table
Dynamic tables	Tables containing response options of more than one type
Qualitative text box	Limited characters
Qualitative comment box	Unlimited characters
Question branching	Skip patterns/branching to set questions/responses
Question piping	Incorporates previous answers into subsequent questions/response options
Multi-select validation	Define a minimum and maximum number of answers to pass validation
Required response	All question types
Greater than N	Text box table validated for numeric
Less than N	Text box table validated for numeric
Between N and N	Text box table validated for numeric
Must total N (constant sum)	Multiple text box table validated for numeric
Numeric, percentage and date formats	Set and format numeric for text boxes
Individual rank selection	Rank order question



*"InSite's survey system has revolutionized the way we conduct research and obtain feedback from our 30,000 members."*

A. Fredericks, Manager, Sales Resource Centre,  
Canadian Professional Sales Assn.

## 2. DISPATCH MANAGER

The **DISPATCH MANAGER** is where you create messages (invitations) for email surveys, import and store contacts, set-up distribution lists, and dispatch your surveys. The **DISPATCH MANAGER** will allow you to assign respondent lists to specific surveys, set up and edit communications, and edit existing respondent lists.

The table below outlines some of the many features of the **DISPATCH MANAGER**.



### DISPATCH MANAGER FEATURES

Import Features	Description
Import respondent lists	Import respondent criteria such as first name/last name/email from CSV formatted data files or other specified file formats
Import specified address info from data files or address books	Import from MS Exchange/Outlook/Lotus Notes/ACT etc.
Mail merge functionality for message personalization	Set-up and create personalized outgoing email survey notifications
New/Edit Features	Description
WYSIWYG Email survey invitation editor	Set up and send surveys with notifications
Spell check	Check spelling of outgoing messages/surveys
Easy survey link set-up	Insert unique link(s) to selected surveys
HTML editor	Full featured HTML editor for branding and style sheets
Automatic generation of respondent authentication keys	Track respondents easily through authentication keys linked to respondents
Merge user-defined respondent authentication keys	
Send Features	Description
Automated set date Dispatch	Set the time/date to automatically dispatch a survey
Automated set date survey termination	Set the time/date to automatically terminate a survey
Automated set date survey reminder	Set the time/date to automatically dispatch a survey reminder to non-respondents
Respondent log-in function	Set-up respondent authentication on customizable landing page
EEmail opt-out lists	All invitations and reminders include an opt-out link that will delete users from distribution lists

### 3. RESPONSE MANAGER

The **RESPONSE MANAGER** is where you can track survey response rates, explore respondent data on a case-by-case basis, edit responses, or enter data manually. The **RESPONSE MANAGER** is where survey feedback is stored.

There are two key features of the **RESPONSE MANAGER**, the **Find** feature, that allows you to look up respondents and their specific surveys, and the **Input** feature, that allows you to manually enter data should you have customers responding to your surveys via fax, mail or telephone.

The table below outlines some of the many features of the **RESPONSE MANAGER**.



#### RESPONSE MANAGER FEATURES

"Find" Features	Description
Find individual respondents	Sort by name, email, date etc.
Edit individual responses/surveys	Access surveys for editing/viewing on case by case basis
Delete individual surveys or respondents from database	Easily identify surveys and respondents for quick deletion
Search on response option	Allow specific response options to be attached to individual respondent in respondent lists
Automatically capture IP addresses	Ability to search for multiple submissions to track opt-in
Filter by Search on Response option(s)	Create discreet respondent lists by filtering on specific response options
Export respondent lists with selected criteria	Select export format to export respondent lists with selected criteria
Print respondent lists with/without selected criteria	Printer friendly and formatted lists
"Input" Feature	Description
Open active survey	Open an active survey for manual data entry



*"With the ability to create custom designed surveys and tap into their professional expertise when needed, we have been able to easily capture the exact data and responses we are looking for."*

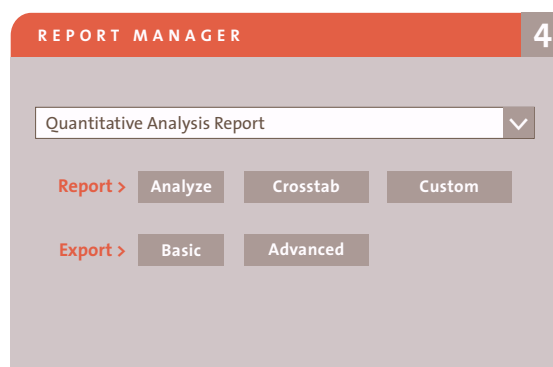
A. Grube, Creative Manager, SYSPRO - USA

#### 4. REPORT MANAGER

The **REPORT MANAGER** is where you tap into the findings from your surveys. Simply select the type of analysis you want to run and the system will generate up-to-the minute reports right on your browser. You can run a *quantitative analysis*, a *qualitative analysis* on your data, or explore the *Advanced* features to run *cross tabulations*, create reports using *response filtering*, or view *individual* or *aggregate scores* and much more.

You have the option to easily create and print fully formatted PDF reports in real-time, ensuring survey administrators obtain both hard copy and electronic reports. Data stored in the system can be used for historical or year-on-year comparative reporting, and can also be filtered/sorted to create discrete reports on specific response criteria such as: region, date, respondent group etc.

The table below outlines some of the many features of the **REPORT MANAGER**.



#### REPORT MANAGER FEATURES

Standard Analysis Features	Description
Real-time web-based quantitative reports	HTML reporting Frequencies/Percentages/Means & Scores through graphic tables
Real-time web-based qualitative reports	HTML reporting on open ended text box type responses and comment box type responses
Advanced Analysis Features	Description
Filter on specific response options	Create reports filtering specific response options
Cross tabulate data	Create reports by cross tabulating questions
Report progress indicator	Progress bar/hourglass to indicate estimated time to complete report or that a report is being generated
Cross tab multiple response options	Create cross tab reports with multiple response option in banner
Export data	Excel; CSV; SPSS; HTML with Office Components; Web archive; Acrobat PDF; XML files with report data, and; TIFF files
Export to MS Word/PowerPoint	RTF file
View PDF Features	Description
Print reports in PDF format	View/print reports in PDF format
PDF report formatter	Ability to format look/feel of reports prior to sending to PDF

## SYSTEM AND SERVICE PRICES

Getting started with InSite is easier than ever. Account pricing is simple and straight forward, and starts at \$99 per user / per month with a \$999 setup fee for 3 users for 1 year term.

You can administer an unlimited number of surveys, get feedback from unlimited respondents, and tap into unlimited results, regardless of the number of users attached to your account.

Our rates for extended services (which are optional) are also included below. A detailed quote is always provided prior to beginning work on service-based deliverables.

***Unlimited Surveys,  
Unlimited Respondents,  
Unlimited Results!***

**Starting at \$99 per user / per month • Special Offer \$999 Set-up fee / 3 users / 1 year**

## SERVICES OFFERED

<i>Extended Services &amp; Rates</i>	<i>Price</i>
<b><i>Survey Administration Services</i></b> Survey design, pre-testing, distribution, and reporting	\$ 150 per hour / \$ 1,200 per day
<b><i>Survey System Services</i></b> Product enhancements, data transfer and recovery, and custom programming	\$ 150 per hour / \$ 1,200 per day
<i>Survey System Training</i>	<i>Price</i>
<b><i>On-site Training</i></b> Travel expenses are as per receipted expenses (at cost)	\$ 1,995 per session
<b><i>Remote WebEx Training</i></b>	\$ 999 per session

*NOTE: To insure cost clarity related to all our service-based deliverables, a detailed quote for services will be provided prior to work.*



*“InSite’s survey system allowed me to quickly and easily design and dispatch a customer feedback survey that achieved a response rate well above my expectations. Everyone at MaximumASP is pleased that we selected InSite as a partner for obtaining valuable intelligence from our industry peers and customers.”*

T. Dever, Director, Marketing Communications, MaximumASP

I would be pleased to set up a meeting with you and your colleagues to demonstrate the functionality of our system in greater detail. In the interim, if any further information is required, or if you would like to discuss any aspect of our system in greater detail I can be reached at **1-888-435-0981**.



Talk to you soon!

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