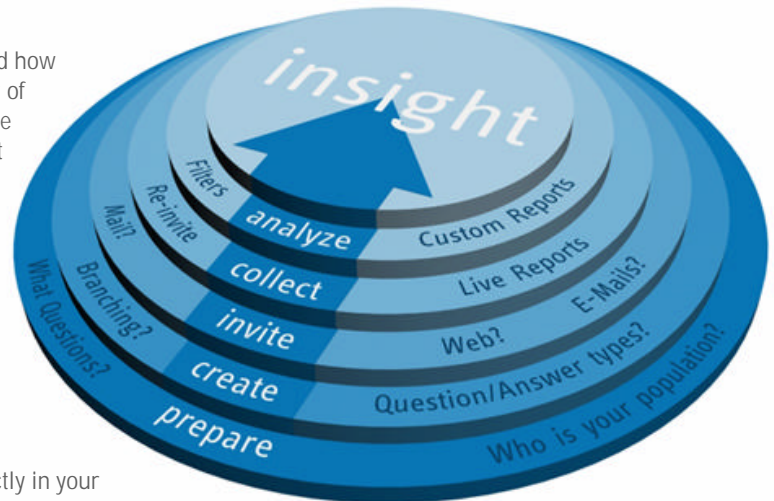


A New Approach to Online Surveys

Do you know what your customers want, who they are and how satisfied they are with your products? These are just a few of the questions Opinio can help you answer. With its intuitive interface, anyone can make an advanced survey in a short time, and with only a few clicks you can get all the reports you want displayed as a combination of tables and charts.

Opinio is a complete online survey application that enables you to produce and publish surveys in minutes using a regular web browser. There is no need for cumbersome installations on client computers.

Reports are immediately available after respondents have started answering your survey, and can be displayed directly in your web browser, or exported to other statistical applications for further analysis.



Highlights

Survey Authoring

- Unlimited flexibility in question design
- Customized response validation and error messages
- Conditional branching - ask relevant questions only
- Use Piping functionality to make your surveys highly dynamic and intuitive
- Select among predefined look & feel survey templates, or customize your own.
- Question types: rating, multiple choice, drop-down lists, numeric, matrix, in-text elements, open ended.
- Include images in questions
- Question library - reuse questions for fast and effortless survey building
- Import/export surveys, questions and respondents in XML
- Any number of questions per page
- Any number of survey pages
- Preview questions and surveys

Polls

- Single or multi -question polls with charts for easy integration on your web pages
- Supports all Opinio question types

Distribution/Invitation

- Instant survey publication
- Optional authentication of respondents
- Prevent multiple responses
- Responses are checked for data validity on server and client
- Automatic invitation handling with reminders
- Import external list of invitees, and optionally include custom date with each invitation
- Define phone interviewers who can respond on behalf of respondents

Reporting

- Summary and comment listing reports instantly available
- Inspect single responses to a survey
- Create complete comment reports (for open-ended questions)
- Customized reports with charts
- Filtered reports - create powerful reports
- Export response data - for external analysis in SPSS or other third party tools
- Open database architecture - create your own reports
- Create report portals to publish your reports, with optional authentication
- PDF (print) and HTML (web)

Multilingual

- Multilingual - surveys with multiple languages, respondents may select preferred language
- Admin interface supports any language - easily add a new language. English, German, French, Spanish, Dutch, Swedish, Danish, Norwegian and Czech are currently supported. More languages will be added soon.
- Translate the application screens to any language, unless it is already supported (see above).
- Supports all character sets

User Management

- Define multiple survey creators/publishers
- Set detailed permission control for users/authors on surveys, reports, folders etc.
- Define user groups managers to delegate user administration
- Set permissions on one or more users in a single operation
- See who is online

Panel Management

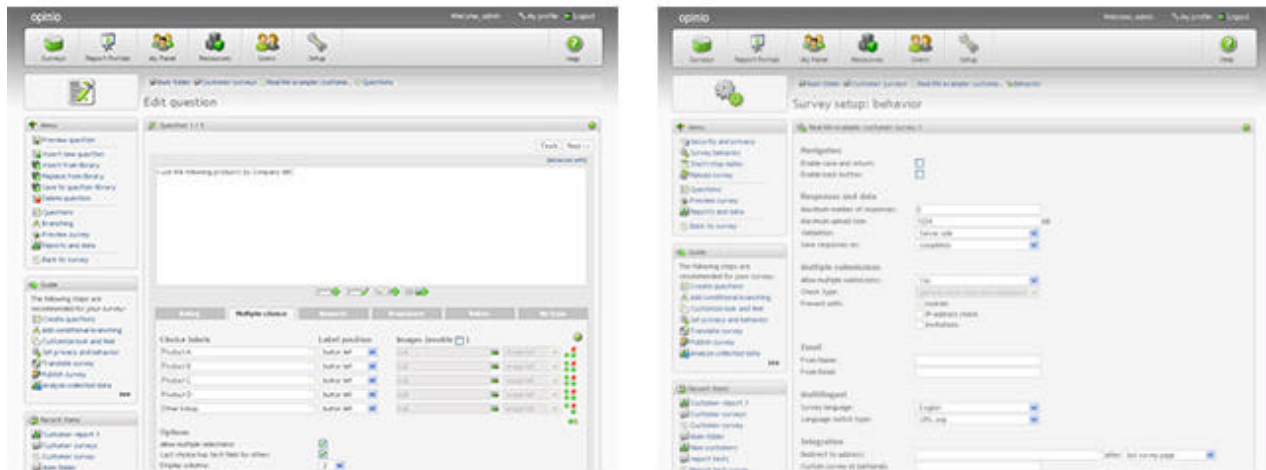
- Use panel management features to survey specific respondent groups
- Define Panelist signup page - define your own attributes to optimize sample selection to your needs
- Panelist portal lets survey respondents track their surveys (new, ongoing, completed)

Enterprise Features

- Create survey templates to match the look & feel of your company
- Scalable - designed for high loads
- Supports clustering - run Opinio on multiple servers simultaneously to improve scalability even further
- Surveys cached for performance
- Plugin architecture - add your own functionality
- Collaboration features - let survey authors exchange comments on surveys and questions
- Priority support
- Organize all surveys in any number of folders and subfolders

Technology

- Platform independent - based on Java™/Servlet™ technology
- Runs on all major web servers - Apache, Internet Information server (IIS), etc
- Supports all major databases - Oracle, MySQL, SQL Server, DB2, PostgreSQL
- Open database architecture - create your own reports
- Web based administration - no client installations
- Plugin architecture - add your own functionality



Benefits

Return of Investment

- High response rates
- Low costs collecting data
- Quick and easy data analysis
- No printing costs
- No manual entry of data
- No mail or distribution costs
- Reduced time to completed report
- Quicker response times (no pen/paper, ask only relevant questions, one-click submission)

These characteristics will in turn help you to gain

- greater access to insight
- Increased competitive edge
- Increased efficiencies

These advantages ultimately translate to higher return of investment (ROI).

Flexibility

Opinio offers complete control of Survey design. All common question types, like multiple choice, rating/scale, lists, matrix/table etc, are pre-made and ready-to-use. In addition, you can customize the look & feel and input types to suit your needs down to the last detail.

- Question format. Ask a question in any format, layout and arrangement.
- Response validation. Control the format of the answers, and customize the messages to the respondents if the answers need correction.
- Reports. Customize the content, layout and behavior of the reports.

Reusing resources. Opinio encourages reuse of surveys, questions, lists, headers/footers etc

Scalability

A survey solution must be scalable to cope with high loads. Opinio is designed to be fast and responsive even during high traffic.

- Opinio easily handles large numbers of respondents to any number of surveys.
- Simultaneous users. Opinio allows for many survey designers and administration users to work on their surveys or view reports at the same time. This means high availability at a low cost
- Surveys cached for performance
- Up to 10 Opinio installations can be configured to work together to handle extreme loads, forming a single cluster.

System Requirements

Software

- Java 1.4 or newer
- A web server with a Servlet/JSP container, conforming to the servlet 2.3 specification or newer.
- A database system. Supported: MySQL, Oracle, SQL Server, DB2, and PostgreSQL. A lightweight demo database comes prepackaged, but not intended for production use.

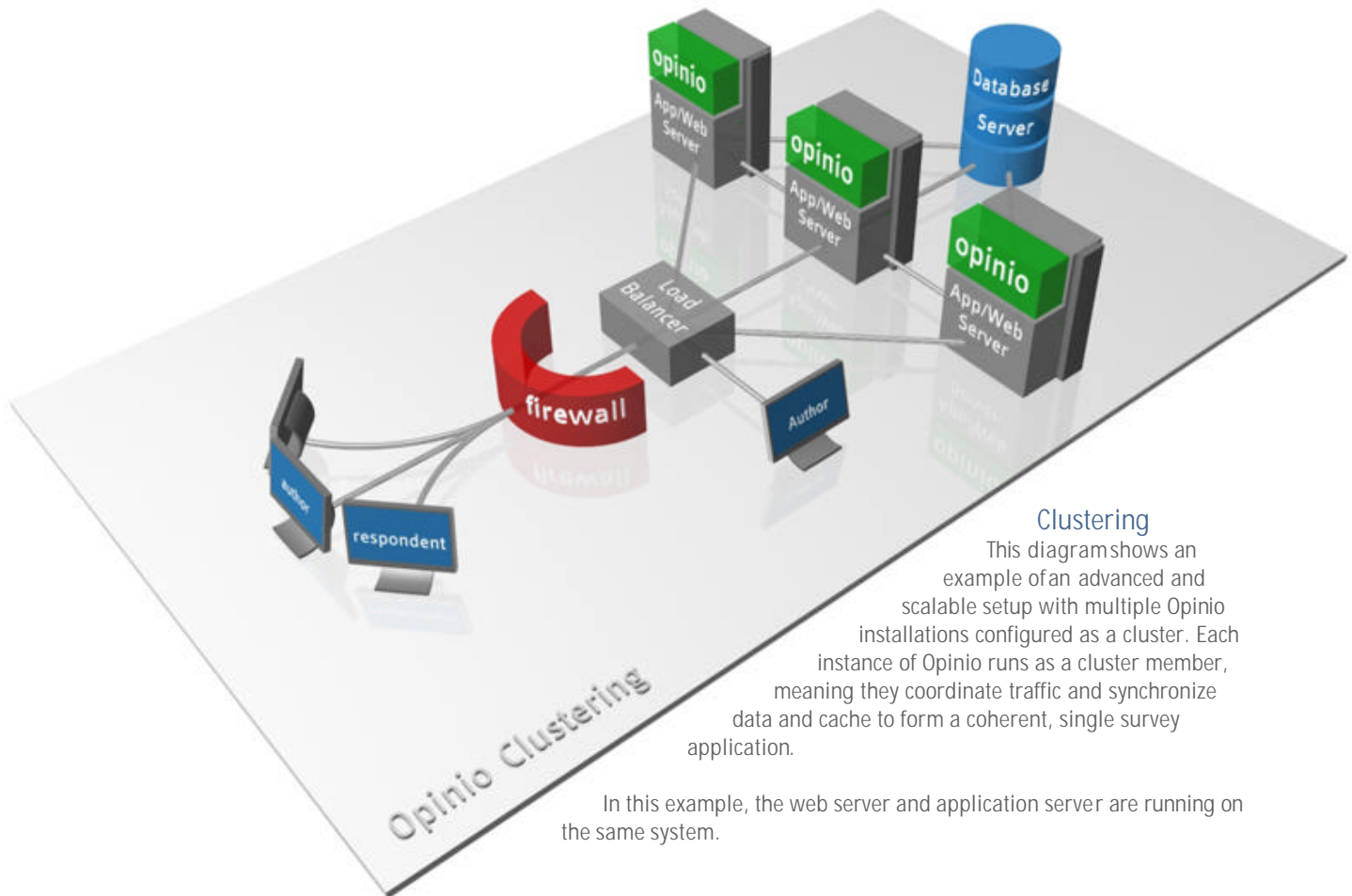
Hardware

- 256 mb memory (512 mb or more recommended)
- 70 mb disk space for Opinio (will grow over time, as users are uploading, creating reports etc)
- 10 mb disk initial space for the database. Space required will grow over time as data are collected.
- Other hardware requirements depend on usage. With high volume surveys, more memory, a fast processor and disk may improve scalability.

Opinio Architecture

Basic setup

In its simplest form, you can run Opinio, application server (like Tomcat, or WebLogic etc), Web Server, and database on the same physical system (hardware). This is perfectly fine if you have a capable server and you know that you are not going to run a large number of simultaneous surveys with many respondents to each. This will often be the preferred way to set up the environment if you only have a single server available. However, there are many reasons you might want to choose a more complex setup. If you already have a database server, and perhaps a dedicated web server, you might want to distribute these components between servers, to distribute the load.



Clustering

This diagram shows an example of an advanced and scalable setup with multiple Opinio installations configured as a cluster. Each instance of Opinio runs as a cluster member, meaning they coordinate traffic and synchronize data and cache to form a coherent, single survey application.

In this example, the web server and application server are running on the same system.

Advanced setup

How Opinio is configured to fit into your company's infrastructure is up to you. Often times, more complex architecture is desired, with Opinio (and Application server) running on a dedicated system, and with the web server on another machine, configured to forward requests to Opinio. If there is a need to perform authentication through an LDAP server for survey respondents, Opinio can be configured for this purpose. Further add-ons can be installed to handle authentication for survey authors.

In most cases, the database system will be on a separate system as well, perhaps a clustered database (the database is spread across multiple servers), if the scalability requirements are high. Opinio will let you configure your environment the way you want, to meet your needs for functionality and scalability.