

Survey&Report Productsheet



Survey&Report is a web-based multi-lingual program that makes it easy to create professional surveys for inquiries and evaluations.

You create the questions as well as a suitable design and are able to translate the survey into as many languages as you wish.

Distribution is quick and simple: send out a link in an e-mail or post one on your website – and it only takes a few clicks to generate stylish reports with various types of tables and charts.

Seven advantages of Survey&Report

- **Easy to learn and simple to use** – help texts and instructional videos in the program
- **Web surveys distributed via e-mail or links on a website** – for fast data collection
- **Fast survey construction** – use custom question and survey templates
- **Ask follow-up questions** based on a respondent's answers or category affiliations
- **Multilingual surveys** – when your respondents speak different languages
- **Reports at the click of a button** – all the charts and tables you need
- **Custom designs** – match your graphic profile

A Survey Tool for both Small and Large Organizations

Survey&Report helps you get the answers you need in order to make good decisions. It simplifies evaluation processes and provides you with well-founded information about your staff, customers and other target groups.

The program can be used for many types of surveys and we are often surprised by the creativity displayed by our customers. Perhaps the program's user-friendliness and the flexible reporting functions help schools, businesses and other organizations to find more areas of use for the program than they dared to hope from the start.

Add as many questions as you like and choose between applying your organization's graphic profile via design templates, or creating custom designs for individual surveys. Distribution is quick and simple and you choose whether to make the survey open for anyone to answer (public survey) or to make it invite-only (respondent survey).

Start creating reports at any time – there is a large number of tables and charts to choose from so you can decide on exactly how the results are presented. And if you ever need help or advice on how to use a function, just click on the question mark in the top right corner of the program to open a pop-up window with information and tips.

Being web-based, the system lets you connect to it at any time, wherever you are. Unexpected meetings and presentations are easily dealt with by logging in to the software through your regular web browser!

Survey&Report is suitable for:

- Client evaluations
- Course evaluations
- Member surveys
- Attitude surveys
- Workplace evaluations
- Employee satisfaction surveys
- Website evaluations
- Registering paper surveys
- Brand awareness surveys
- ISO 9000 evaluations

... and much more.

Create New Surveys Quickly and Easily

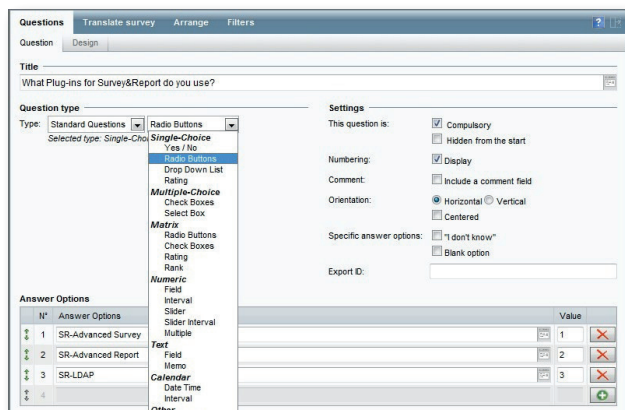
Create surveys by starting from the very beginning, by copying previous surveys or by using templates. Surveys can be customized via many different options so that you can create them according to your needs. Are respondents to be allowed to select one or several answer options, are some questions to be compulsory or perhaps only displayed to certain people? Survey&Report lets you determine all this.

Ask Questions and Get the Answers You Need

Surveys can contain as many questions as you wish and 20 different question types let you determine how the answer options are presented: When a question concerns a time period an interval may be suitable, whereas a question like "Which web browser do you use?" requires check boxes or radio buttons.

Sometimes your survey may need further explanations. You can then add an informational text to the survey, including a description or an example. These text areas can also be used as concluding paragraphs to thank respondents for their participation.

Are you an international organization, or do your respondents speak several different languages? No problem, Survey&Report lets you use multiple languages in one survey. The software is available in Swedish, English, German, Spanish and French and has a simple interface supporting survey translations into 67 languages.

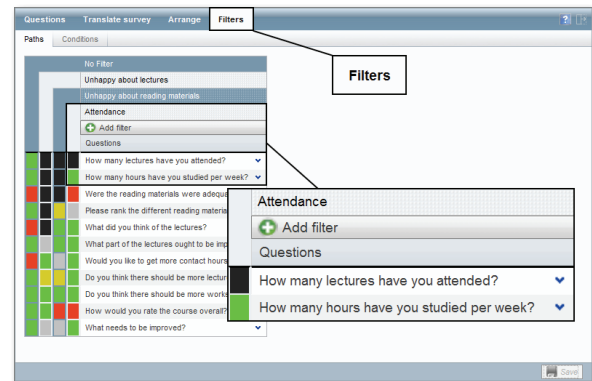


There are many ways of customizing each question.

Creating Filters

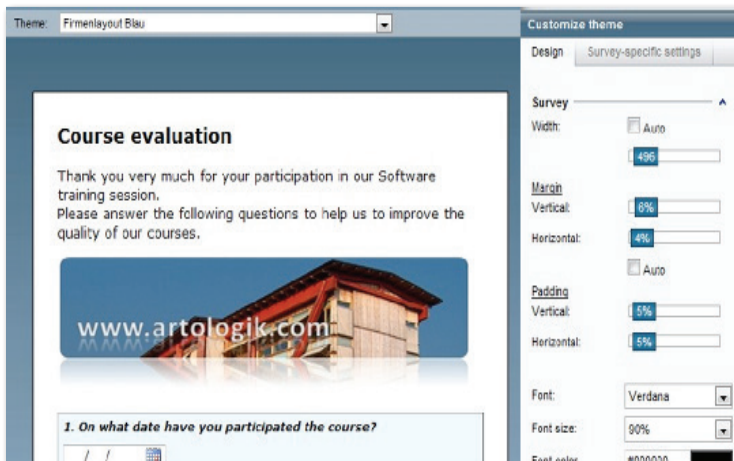
Perhaps there are a few questions that only some of your respondents need to answer? The filter function lets you determine which questions, or answer options, are displayed depending on how previous questions have been answered or which respondent category the person belongs to.

An example: You want to ask what the finance staff thinks of your new invoice software when conducting a survey about the organization's IT services. You then create a filter that specifies that questions regarding the invoice software are only displayed if the person selects finance as their department. Filters let you collect the information you need, no more and no less.



Filters let you decide which questions the respondents can answer.

Neat and Functional Designs



You can always get a preview of the finished survey.

The program ascertains that your surveys automatically receive a uniform design. You can also create custom designs for individual surveys, or work with one or multiple standard design themes.

It is possible to add informational texts, images and videos in various places in the survey. Perhaps you would like to use the organization's colors for the texts? In Survey&Report you can easily do so. You wish to add your logotype at the bottom or top of each page? Easily implement it by editing the survey's page header and footer.

It is always possible to preview the survey and easily see what it looks like to a respondent, using the current settings.

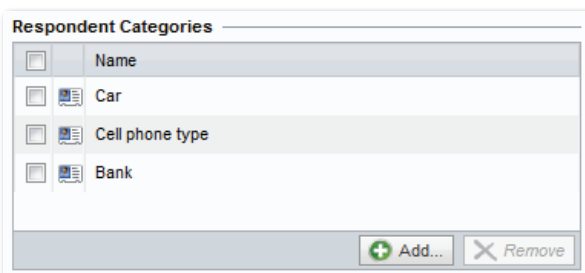
Use Previous Knowledge and Avoid Unnecessary Questions

You probably know certain things about your respondents before having conducted the survey. Use respondent categories to avoid having to ask questions you already know the answer to! Let us for instance say that you are

conducting an employee satisfaction survey and want to compare the results for different departments. Rather than asking each respondent to specify their department, you can add a respondent category like "Department" and, for example, have Marketing, Finance etc.

dual report items in the reports in the same way as if they had been questions in the survey. It is possible to create both general and survey specific respondent categories.

Sometimes the fields in the respondent details may not be enough. You may want to add information about a person's employee number or which year they started working for the organization. You can then use the respondent properties to create these fields and use the respondent properties to search for respondents.



Create as many respondent categories as you want to and use those that are suitable for each individual survey.

The categories can be used for cross-reference table and indivi-

Collect Data in No Time

When it is easy to answer a survey, people are more inclined to participate. With Survey&Report the survey is sent out with one click of a button, and the answers are submitted by yet another one.

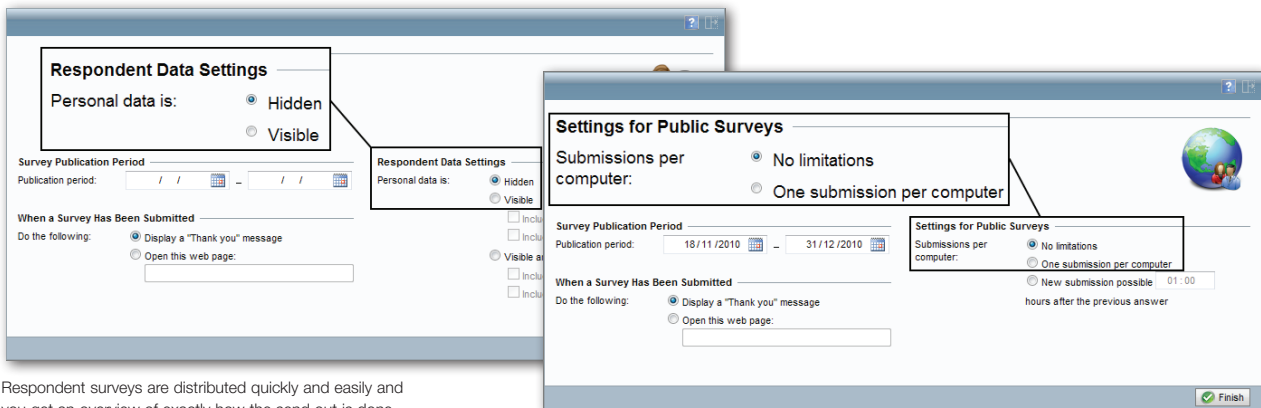
If a survey is of the public type it receives a unique web address (a URL). You can then publish a link on your website, your intranet or send it out via e-mail. Naturally, you can use several ways of distributing the link in order to ascertain that as many people as possible get access to it!

If you require more control over who answers the survey, you create it as a respondent survey. The survey is then by invitation only and each respondent needs to log in with a private username and password. You can also create anonymous respondent surveys. They let you see whether a respondent has answered a survey or not, but not the individual answers provided.

It is also possible for a survey owner to complete a survey for a respondent. This could prove useful when conducting an

interview over the phone, for example.

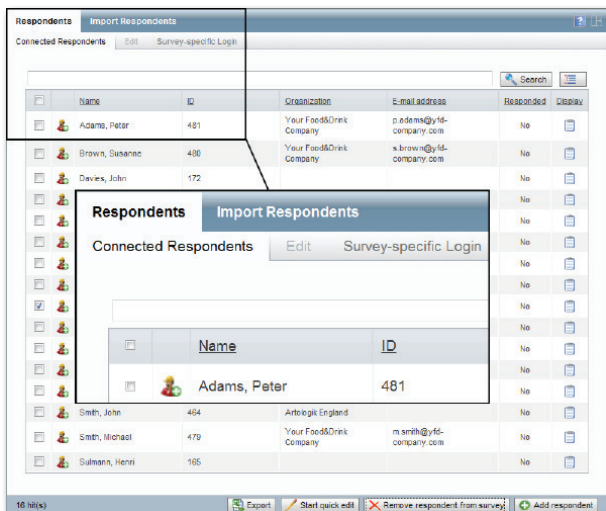
The optional plug-in SR-Advanced Survey lets you create paper surveys so that those who do not have an e-mail address can answer the survey in a paper format. It is also great for conducting surveys during meetings or in the classroom.



Respondent surveys are distributed quickly and easily and you get an overview of exactly how the send out is done.

You get more control over who answers a public survey by restricting the number of times it can be submitted from an individual computer.

Importing Respondents to Your Survey



All the respondents that are connected to a survey are displayed in a list.

If you have chosen to make a respondent survey, you need to connect the people you want to answer it to the survey. The respondents can be added manually one-by-one or be imported in several different ways.

Respondents that have previously participated in a survey are stored in the respondent database and can be searched for and connected to your new survey. If you have already conducted a survey with a group of respondents and wish to use the same people for your new survey you can import them "from a survey".

Perhaps you already have a list of all your departments, visitors, members or whoever is answering the survey. By importing the respondents via a file in a spreadsheet or text format you avoid unnecessary administration and multiple data entries.

The SR-LDAP plug-in lets you do the import via a directory service on your server. This way all respondent details are automatically retrieved from the directory service – thus saving time on unnecessary administration and ascertaining that all details are always up-to-date.

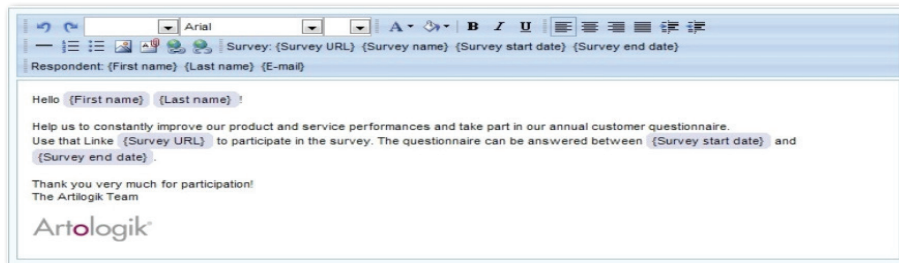
Secure a High Response Rate

Survey&Report provides a practical tool for simple communication with your respondents: a built-in e-mail service for creating and distributing various types of mailings. You always start by sending out a first mailing. This is sent to all respondents, including those who are connected to the survey later on. This mailing ought to include the survey URL but can be completely customized to your needs and wishes.

After the first mailing you can send out reminders to make sure as many people as possible answer your survey. The program keeps track of who has not yet answered the survey, and only sends the reminder to those respondents. When the survey is closed you may

want to thank your actual respondents, using a mailing type especially created for that purpose.

The mailings are created using templates designed by the administrator but it is always possible to alter the content and design of each message. You can also do both, insert dynamic data from the program, and type in your own text.



You can both add your own text and insert data from the program that is then symbolized by the {} signs.

The Survey From the Respondent's Point of View

The respondent experience differs slightly depending on whether it is a public survey or respondent survey. If it is a public survey, the respondent only needs to click the link to get immediate access to the survey. In a respondent survey, however, all respondents get a message about it via

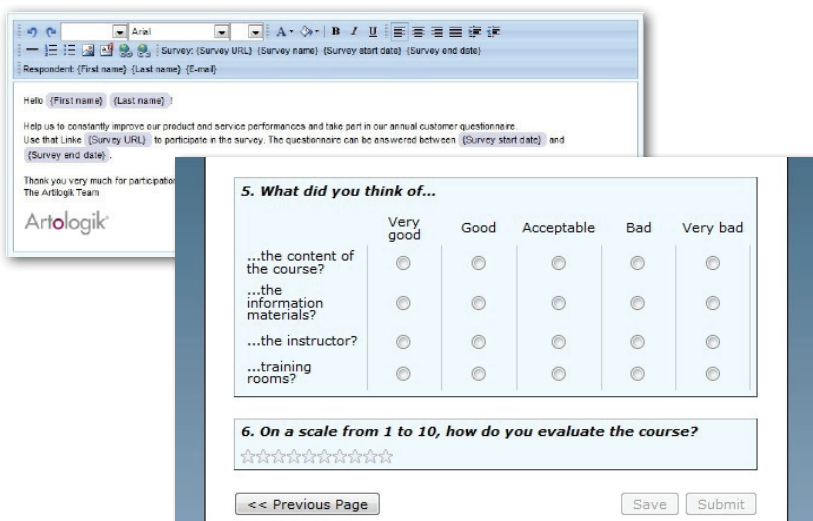
e-mail. The message can be personalized. You can for instance choose to start a message with "Hello {First name}", the program will then automatically insert each respondent's name. You can also insert a personal link that leads directly to a respondent's survey. Since they require log-

ins, the program automatically inserts the username and password in the link.

The respondent then clicks the link to get to the survey's webpage, answers the questions and submits the answers. If it is a respondent survey with a large number of questions, he or she can choose to save a survey and log in later to finish the questions and submit the survey. When a survey has been submitted, either a "thank you" message or a webpage of your choice is displayed.

If a respondent is connected to several surveys you can let him or her log in to a portal where they access all surveys.

Naturally, if you have the SR-Advanced Survey plug-in and have created a paper survey your respondents do not need to use the Internet at all. But if you want to give them the possibility to choose you can on the cover page of the paper survey invite them to fill out the form on the web.



The respondent is first sent a message inviting them to answer the survey. After entering their answers they can choose to submit them or to save and submit later.

New Reports at the Click of a Button

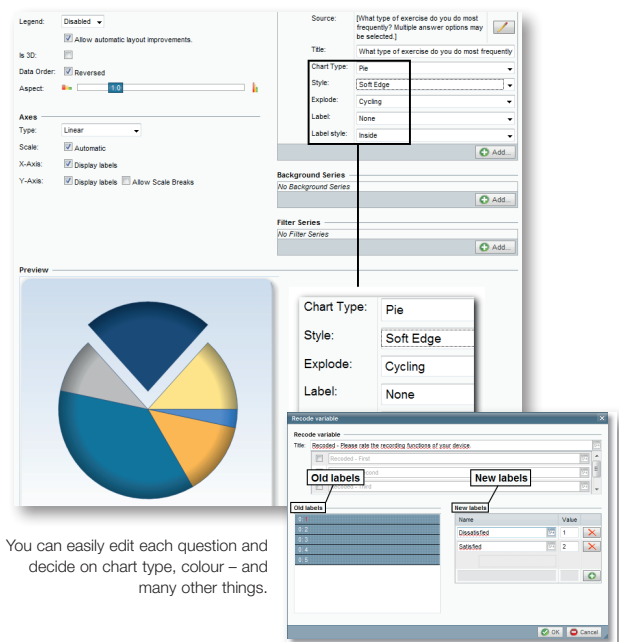
You can start creating reports at any time. Choose from close to 30 chart types and create visualizations and tables that present your data in the best possible way. You can edit all parts of the report to display the exact information you need, then choose between saving it as PDF, as a Word document or as a PowerPoint – or publish it online.

Recode Data – and Evaluate and Compare the Results on Your Own Terms

Often you want to compare different types of data that have been brought to light in the research. Perhaps you would like to compare the results from different questions or see how people in a particular respondent category have answered a certain question? Survey&Report makes it easy to cross tabulate both questions and respondent categories so that you can find connections between different answers or respondent categories.

You can also recode data to make various results more visible, for instance by merging several answer options. Perhaps the original answer options were good, very good, bad and very bad. You can then merge good and very good to form a new category such as “positive”, whereas bad and very bad together form the category “negative”. That way you get an easy overview over the results of questions with many answer options.

Survey&Report gives you many different and customizable types of charts and tables. Choose how many tables or charts you wish to display in each report item and combine them so that it suits you and your data best!



You can easily edit each question and decide on chart type, colour – and many other things.

Editing Your Reports

There are several functions that help you generate reports quickly and easily via templates, but you can also choose to create custom reports with different types of charts and tables for each question. In addition, you can choose to cross tabulate answers with different types of background variables.

You have the possibility of adding extra blocks with text, tables and charts anywhere in the report. Perhaps you want to add information on how the use of different web browsers, trainers or gift cards differs between males and females or between people with different levels of education. You can easily get this type of information by cross tabulating the questions that interest you.

Even though there are many advanced editing options, it is easy to work with reports in Survey&Report.

Subreport

There are times when you only want to show the answers from certain respondents. Maybe your company has performed an attitude research after a re-organization and for the staff meeting at the financial department it is only interesting to see what the employees on that particular department think. For this purpose we have created the function Subreport. This makes it possible to, through filtering, create any number of partial reports which shows the answers from a certain group of respondents.

Presenting Your Reports

The presentation is an important step in the research process. Naturally, the survey has been conducted to find some vital information. Perhaps the results are to be used as a basis for a redevelopment, for an evaluation of a reorganization or to scan the working climate at a school. Regardless of how you want the results to be presented it is important that it is done in a simple and professional manner – Survey&Report does this for you!

You select which type of chart to use for each question. All the results can also be displayed in numbers and percentages. Below each chart there is a caption explaining the content. In addition, it is easy to create web presentations directly in the program. Why waste time on creating a PowerPoint when it is so simple to directly publish your web presentation on your website or your intranet?

It is possible to password protect presentations if you do not want them to be publicly available. That way you have access to the presentation wherever you are, but without risking it ending up in the wrong hands. It is possible to export all your reports in a PDF format or for use in Microsoft Word, Excel or PowerPoint.

Determine which information you show in the report – and how it is presented.

Templates

There are many possibilities to simplify the work processes by using the various template tools offered by Survey&Report. Templates are standardized structures that help you speed up the work, yet maintain a uniform structure and layout for your questions, surveys, reports and designs.

Save Time and Keep the Design

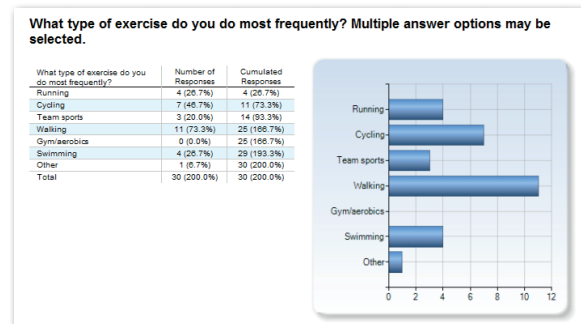
If there are certain questions that you often, or always, want to use in your survey you can create a survey template. Maybe you are conducting various types of customer satisfaction surveys, but always need to know the person's age, department, etc. In that case, why not create a survey template with "Basic questions" and then add company specific questions to each individual survey?

Do you have a recurring annual survey, or perhaps one after each project? In that case you can speed up the work by using a pre-set survey template.

If, instead, you conduct many different types of surveys, but often ask questions with a certain set of answer options, regarding eg. key positions, departments or products, it can be practical to use question templates so that you do not need to type in the different answer options every time. Instead they will be automatically retrieved from the template. You also have the possibility of combining and adding different sets of predefined questions (survey templates) to the same survey. Thus, you easily create a complete new survey.

To ensure that the surveys always look the same you can use custom survey themes. You then get a chance to determine the appearance of both the survey as a whole and the individual questions.

There is a large number of choices to make regarding the survey design. And perhaps you want to use the organization's colors for the survey background or for the text? The templates let you decide on all this.

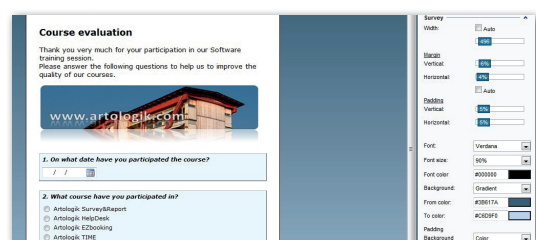


Report Templates

Report templates make it easy to create presentations of your survey results. You build report templates by creating a number of presentations for each individual question type. By then combining them all in various ways you get a number of different report templates.

You can also specify how the result of a particular question is presented directly in the edit mode by selecting one of the question type templates. This means that you can create reports quickly yet in a flexible way.

Your predefined reports can also be connected to one or more survey templates. Thus, when creating a new survey from one or more of these templates, you can choose to automatically create reports correspondingly.



The survey themes can be customized according to your needs and wants.

Administration

In the administration you add users and respondents, choose settings for e-mails and languages and specify other general settings for the program software. If you have got any plug-ins, you also reach those via the administration menu.

Users are those who work with creating surveys and reports in the program. They are divided into the two user roles of Administrator and User. If you have the optional SR-Advanced Report plug-in the role of Report Reader is also available.

Administrators are authorized to both, create and edit all surveys and reports in the system, whereas Users only have the right to create and edit those surveys and reports that they are connected to or that they have created themselves.

The role of a Report Reader is practical to use for those who only need access to certain reports, perhaps to distribute them at a certain department or to publish them on an intranet.

In the administration menu you also find the respondent database, where all respondents are listed. The administration lets you group all the respondents into different respondent categories. That way you can use background variables in the reports.

Any optional plug-ins you may have added are also available via the administration. You can read more about them below and on the next page. If you wish to know more about the plug-ins information sheets for each product tell you more about the different functions.



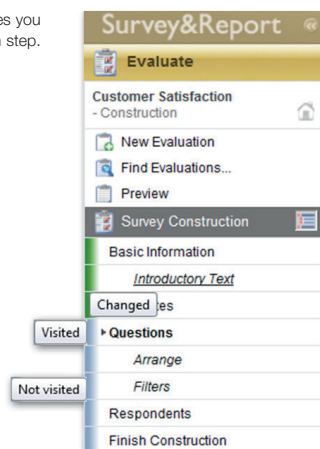
Plug-ins

SR-Evaluate

We created SR-Evaluate for companies and organizations with large process flows and the idea was to automatize as much of the work as possible.

The plug-in helps you create surveys and reports and is a very good tool for large and recurring volumes. With surveys and reports based on templates you save a lot of time and the tool makes it easier to do comparisons between different studies. And the best part is that you can do it with just a few clicks!

The Wizard guides you through each step.



SR-LDAP

The SR-LDAP plug-in simplifies the handling of users and respondents, for instance by reducing the amount of administration required for the management of login details and by making it possible to predefine language codes for users. The plug-in connects the user and respondent databases with an LDAP supported directory service such as Active Directory. Then you can import new people into the program directly from your directory service. All personal data is automatically kept up-to-date through regular updates. This eliminates unnecessary administration, simplifies handling and validation and makes it easy for you to create a "single sign-on" environment.

The LDAP settings let you select which LDAP source(s) to use and whether passwords are to be synchronized on import. You also define whether a single sign-on system is to be created, and if it is to be possible to log in to Survey&Report when the user verification in the data source is unavailable.

When importing new users or respondents you can choose to let the program do it according to the standard settings and import them as they are, or to create various import rules. You can for instance group the respondents into different categories when they are imported, or assign them different language codes. One import rule could be "All the people who have a United Kingdom address are assigned an English language code." Rules can be changed and optimized. When all the settings have been selected you can log in to the application like usual and finish the import.



Plug-ins

SR-Advanced Surveys

This plug-in gives you access to a number of advanced question types, the paper survey functions and the survey specific login, to mention a few of the functions.

Sometimes the answer options may be difficult to describe in words, so image maps can prove useful. Respondents can answer questions by clicking on one or multiple specific zones in a given image. An example: A company is planning on installing a new vending machine and wants the staff's opinion on where to place it. In the question, a drawing of the office is inserted with marked zones for its possible placements. This way respondents get an idea of what different options really entail.

Another advanced question type is Matrix – Side by side which lets you ask two questions in one. With questions like that, respondents can for instance give their opinion on something while at the same time specifying how important it is to them.

It might be difficult for respondents to answer a survey online, for instance if they do not have a computer or e-mail address. It could also be the case that you want to conduct a survey during a meeting in a conference room with no computers. In these cases, paper surveys are highly useful.

When creating a paper survey you simply print the survey and let the respondents answer it on paper. The paper surveys are then scanned and converted into PDF files that can then be analyzed by the program. The answers to questions with set answer options are registered automatically by the program, whereas textual answers can either be entered manually or displayed as scanned images in the reports.

SR-Advanced Survey also gives you the possibility to assign survey specific logins to the respondents. This helps you avoid difficult passwords and simplifies the login.



The image map question type is one of the types included in the SR-Advanced Surveys plug-in.

SR-Advanced Reports

The Survey&Report standard reports section provides powerful functions for creating both standard and custom reports. For users with special requirements we have also created a module for advanced reports. These are some of the main functions:

The first function is the "Report reader" user role. Many large organizations need to be able to offer certain people the chance of making thorough analyses of a survey's results. It could for instance be an organization with geographically distinct sales regions where each regional sales director can view the reports for their region and their sales staff but not others.

Another function contained in the module is the possibility to make comparisons of different surveys. The purpose of this is to make it easy to compare different

surveys and survey questions. You search and add your selected surveys or survey questions and add them to your dataset. Then you build your report and can compare various topics in a quick and easy way.

In the plug-in there is also a function which we call Calculate. This is an advanced calculation function for making deep and thorough statistical analyses. The function lets you create Index variables based on a number of answers. You can also use Stanine and other methods for analyzing the results.

The function Group report allows you to compare different surveys in one report. The results are shown in a chart which you can group however you wish: after respondent category, survey category or time period, perhaps?

SR-SSL

If your surveys contain classified information, or if you handle sensitive information, it might be appropriate to have an encrypted transmission between the web server and the browser. With the plug-in SR-SSL rental customers have the possibility to demand that everyone who connects to the program do so via a so called https-connection. When a connection like that is used the transmission between the server and the browser is encrypted with the SSL technique (Security Socket Layer). The setting can be made for the administration interface as well as for the public web site where the respondents answer the survey.

Ola Stjärnhagen, project manager at the department of Evaluation and system administrator for Survey&Report at the University of Lund

“The fact that Survey&Report suits all staff categories and is great for different kinds of surveys is a big advantage for us. The survey tool is offered to everyone at the University of Lund: teachers, course administrators, employees within the administration and scientists. Students who need to carry out surveys for essays also have access to the program.

The functions in Survey&Report which I find particularly useful are the construction and distribution of the surveys. It is very easy to create surveys within the program and the user has many different question types to choose from. The distribution and the reminders to the respondents are also handled in an easy way.

The majority of those who create course evaluations in Survey&Report analyse the survey data in the report function within the program. But I wish to stress the function which makes it possible to export the raw data to SPSS, for example. The formation of the raw data file, the coding for multiple choice questions and the possibility for the user to create variable names, for example, makes it possible to do more advanced statistical calculations in another statistics program.

As system administrator I appreciate the first class support from Artisan. If I receive a user question which I find difficult to answer, I can always count on immediate help from the company.”

Artologik – smart cloud services that save time

We believe in intelligent simplicity and have vast experience of Cloud Computing Services. Through the years we have developed a range of programs which are all created to make your work more efficient and save time. The Artologik family consists of five different products. Below you find more information about them.



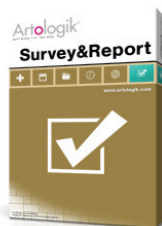
HelpDesk is the support program which makes your internal and external support, service and matter handling more simple and efficient.



TIME is a user friendly program for you who in a simple and quick way want to declare, evaluate and report time. And save time!



EZbooking is a web based booking tool which quickly gives you a good overview. The program is suitable for all of the organisation's internal bookings.



Survey&Report is an advanced survey tool which makes it fun and simple to create surveys, studies and reports.



ProjectManager gives you control over your projects, from planning to accounting. It is easy to generate reports for followups and evaluations.

General information about the program

Technical Requirements

If you rent the program, all you need is a web browser. If you purchase a program license, the program must be installed on a Windows Server.

Web browsers

Use the following web browsers to answer surveys:

- Internet Explorer version 6.0 or later
- Mozilla Firefox version 2.0 or later
- Google Chrome version 6.0 or later

Use the following web browsers when working with the program:

- Internet Explorer version 8.0 or later
- Mozilla Firefox version 3.5 or later

For information on other web browsers, please visit www.artologik.com.

Rental License

The easiest way of using the program is to rent it from us and let us take responsibility for the entire service and hosting.

Purchase License

The web server must comply with the following:
 Server: Windows 2003/2008 (32 or 64 bit operating system)
 Web server program: IIS 6 or later
 Database: MS SQL Express or MS SQL
 Available discspace: 1 Gb

License Sizes

The license size determines the maximum number of concurrently published surveys. Published surveys are those that you have finished constructing or that are currently being answered. Each survey can have an unlimited number of respondents. The number of surveys in the construction and report phases is also unlimited.

Light: One survey can be published at a time.
Standard: Four surveys can be published at a time.
Enterprise: Ten surveys can be published at a time. (You can add an extra pack of 5 surveys to this license.)

Prices

Rental License Survey&Report

The set-up fee is 180 EUR. A rental license includes free technical support and updates:

Monthly Fee

Light:	80 EUR/month
Standard:	160 EUR/month
Enterprise:	270 EUR/month
Extra 5-pack:	40 EUR/month

Purchase License Survey&Report

Light:	750 EUR
Standard:	2 250 EUR
Enterprise:	4 500 EUR
Extra 5-pack:	750 EUR

Plug-ins

SR-Advanced Survey

Size	Rental	Purchase
Light:	30 EUR/month	500 EUR
Standard:	60 EUR/month	1 000 EUR
Enterprise:	120 EUR/month	2 000 EUR

SR-Advanced Reports

Size	Rental	Purchase
Light:	30 EUR/month	500 EUR
Standard:	60 EUR/month	1 000 EUR
Enterprise:	120 EUR/month	2 000 EUR

SR-LDAP

Size	Rental	Purchase
Light:	25 EUR/month	350 EUR
Standard:	45 EUR/month	750 EUR
Enterprise:	90 EUR/month	1 500 EUR

All prices are excluding VAT. We reserve the right to change prices. You can find the latest prices on our website www.artologik.com.

Training

To help you get started with the program as quickly as possible, we offer training sessions. Choose between a full or half day. Modern technology also allows us to offer training over the internet.

Support and Warranties

If you experience technical difficulties with the software you can search for solutions in the FAQ in our HelpDesk at <http://helpdesk.artologik.net>.

When you buy an Artologik program you always get a one year warranty (starting from the invoice date) for all the promised functions. You can also purchase a complete service agreement that runs on an annual basis. There are service agreements for both the program and the plug-ins.

A Service Agreement Includes:

- Permanent access to the latest version of the software
- Free technical support over the phone
- Free technical support via e-mail
- Free technical support from our helpdesk within one working day
- A program functionality guarantee
- An upgrade guarantee – only pay the price difference when changing to a larger license

Prices for Service Agreements for the Survey&Report software

With a Rental Agreement

A service agreement is included in the rental fee.

With a Purchase License

Light:	150 EUR/year
Standard:	450 EUR/year
Enterprise:	900 EUR/year
Extra 5-pack:	150 EUR/year

More Information

You can read more about the program on our website www.artologik.com. There you can also try the program directly or order your own personal trial site! Naturally you are also welcome to call, fax or e-mail us at Artisan Global Media.

Simple and Effective

Administrative Programs in Your Web Browser



Artologik®

Artisan Global Media, Videum, SE-351 96 Växjö

Ph: +46 470 53 85 00 Fax: +46 470 820 20

Website: www.artologik.com E-mail: info@artologik.com

Sales Offices: Oskarshamn Ph: +46 491 76 88 75

France Ph: +33 170 38 54 41

Germany Ph: +49 40 32 00 54 36