

> Gain Insight Rapidly with Online Surveys

To achieve your goals, your organization needs to know what people think, how they feel, and what they plan to do. Online surveys can provide this understanding, but be sure to choose tools that give you everything you need to do the job right.

Dimensions™ is an integrated suite of products for survey research that includes mrInterview for the Web, software specifically designed for online survey research. mrInterview Web enables you to create visually appealing surveys people will be eager to complete.

In addition, mrInterview Web offers an unmatched level of technical sophistication that enables you to select and manage samples efficiently, collect data securely and in a truly scalable environment. Manage survey data centrally and analyze it using a variety of tools; then report results rapidly and cost effectively.

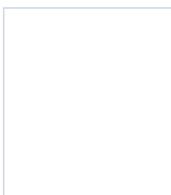
mrInterview Web is fully integrated with SPSS analytics, so you can take your results further than with any other survey software—apply advanced statistics and even incorporate survey results into predictive models.

Use mrInterview Web to collect feedback from virtually anyone—customers, employees, students, suppliers, partners, or citizens—to gain insights into their attitudes and behavior. With these improved insights, your organization or your clients can cross-sell products and services more effectively, increase employee retention, improve curriculum planning or agency programs, and much more.

Create an attention-getting survey—quickly and easily

Collect data online, using questionnaires created with mrInterview's Build feature, which offers a browser-based interface for easy survey development. Or choose Desktop Author™ to build questionnaires of any length and degree of complexity. (For more details on Desktop Author, please see www.spss.com/desktop_author.)

Use rich, HTML-based templates to create attractive and engaging surveys. Share your templates and questionnaires with others, ensuring consistency and maximizing reusability. For greater impact, include images and Web-based media such as sound, movies, Flash® files, avatars, and more. Then deploy your surveys through mrInterview Web.



During survey development, you can manage the creation of multiple language versions of your questionnaire and keep them all in a single file by using mrTranslate™.

Add sophistication and power to your survey by using the Dimensions Scripting language. The Dimensions Scripting language gives you an unprecedented level of control over hundreds of survey presentation features. For example, you can include progress bars, use a calendar to present dates, or provide a slider for numeric responses. Add advanced routing by using the many script snippets that are included with the software; or add script snippets developed by SPSS, your own organization, or third-party consultants.

With either mrStudio™ or Desktop Author you can build and test surveys created with mrInterview right from your desktop. This helps you develop and fine-tune survey scripts faster because you can preview the look of individual questions or the entire survey, without requiring access to the Internet. Save the data from testing and ensure that your survey logic is accurate and that your data is providing you the information you need.

Once your survey is created, approved, and tested, you can deploy it online in a controlled environment with the click of a mouse. Just as easily, you can deploy your survey to your phone center, and give your respondents a choice in how they want to be reached. (For more information about phone deployed surveys with Dimensions, please see www.spss.com/mrInterview_CATI.)

Manage security and control quotas automatically

Some surveys may be available to anyone who has access to the Web. Others may require the management of more complex sample scenarios. With mrInterview Web, select the sample you desire based on any number of criteria stored in your databases. You can even generate e-mails inviting respondents to participate in your survey (and thanking them, once they do).

To enhance security you can password-protect your online surveys. This guards the privacy of survey respondents. It also means someone can stop taking a survey and complete it later—a convenience that generally leads to higher completion rates.

To help ensure that the data you collect reflects the right population, use quotas to make sure that you get the right respondents. You can monitor and manage your quotas online and once you meet your quota goals, the survey automatically closes. Save time and money by making sure that you get exactly the respondents that you are seeking – save money spent on incentives and ensure that your data is accurate before you begin analysis.

Analyze data with unrivaled power

To take advantage of the dynamic qualities of online survey research, use mrInterview Web to monitor results while your survey is still being conducted. Generate topline reports and, if necessary, make changes to the survey to improve its effectiveness without interrupting the fielding process. All the data you collect is clean, centralized, and secure.

Results can be accessed not only from within mrInterview Web but also through the use of other Dimensions reporting applications. Depending upon your needs, you can publish results in Microsoft® Word, Excel®, or PowerPoint®, or make interactive results available in a desktop environment. You can also automate report generation, using mrStudio.

For even greater analytical power, extract results from mrInterview Web and perform analyses using software of your choice, including Dimensions reporting, Quantum™, Quanvert™, SPSS, and SPSS' data mining workbench, Clementine®. This openness gives you the power to incorporate survey results in predictive models and in automated systems such as Web site recommendation engines or call center scripts—something other online survey software simply can't provide. (For more detail on Dimensions reporting options available, please see www.spss.com/desktop_reporter.)

Customize deployment

With mrlInterview Web, you can set permissions for a variety of users—providing full access for survey creators, for example, and view-only access of results for clients. mrlInterview Web also enables you to apply encryption protocols, set up firewalls, and apply other security standards to your online research.

You can configure and balance your survey system to support any load, which minimizes the risk of survey disruption or loss of respondent data.

Install mrlInterview Web on a single server or on multiple servers, in virtually any network configuration. When installed on multiple servers, mrlInterview Web automatically manages functions such as load balancing. If, for some reason, one server stops in the course of an interview, others automatically take over without the survey participant even realizing it. If you need to conduct particularly large surveys, SPSS offers several ways to meet your needs, including simply installing mrlInterview Web on additional servers.

From the outset, mrlInterview Web was designed so that it could be customized to suit each customer's business objectives and integrated with existing information technologies. SPSS Inc. consultants can help you further tailor this application to exactly meet your needs.

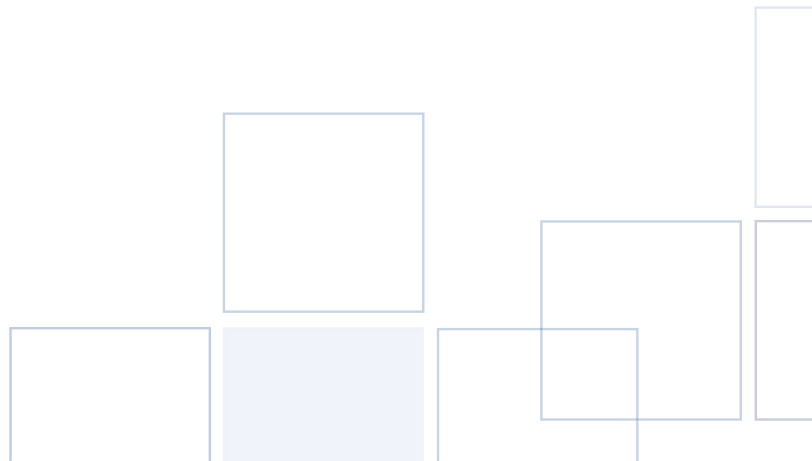
Other deployment options include the Dimensions ASP (application service provider) model—through which SPSS experts manage the fielding of your survey; or the Dimensions MSP (Managed Service Provider) option—through which SPSS hosts your software on our infrastructure. (Please visit www.spss.com/online_services/ to learn more about these deployment options.)

However you choose to deploy your surveys, you can rely on the unparalleled expertise of SPSS Services to ensure that you are maximizing the value of your feedback initiatives. Please visit www.spss.com/services/ to learn more about how SPSS helps make your survey research experience successful.

Features

With mrlInterview Web, you can easily and securely set up and run projects, moving smoothly from authoring to activation and testing, and then to the analysis and exporting of data. Key features are described below. Visit www.spss.com/mrlInterview for a more detailed list.

- For authoring:
 - Use a Web-based or desktop-based authoring tool with an easy-to-use, graphical interface
 - Create surveys using a unified, modern, powerful scripting language
 - Include several types of questions and allow single or multiple responses, plus numeric, grid, or text responses
 - Use predefined questions from an extensive library of questions and responses
 - Define repeatedly used responses more efficiently by using shared lists
 - Customize your survey's appearance using familiar HTML editing software programs
 - Rotate or randomize the presentation of questions and response lists to minimize bias
 - Define simple or complex routing as required
- For preparing your project for interviewing:
 - Obtain internal survey approval by providing secure access to your survey through a Web browser or by saving it as a Word document
 - Load sample records into the sample database
 - Edit sample management scripts and set quotas
- For conducting your survey:
 - Meet privacy requirements by employing user passwords and other built-in security capabilities
 - Monitor response data in real time through a Web browser



- For analyzing and reporting on your data:
 - View interim and final reports on survey data, including frequency and crosstab statistics, summary tables, lists of verbatim responses, and percentages, in real time through a Web browser
 - Enable immediate analysis of response data
 - Store data from multiple language versions in a single data source
 - Store data from Web and telephone surveys in a single data source
 - Analyze verbatim responses, using text mining or SPSS Text Analysis for Surveys™.
 - Analyze results using Dimensions Reporter, or Desktop Reporter, or export data to SPSS Base, Clementine, or third-party applications for additional analysis, modeling, and graphing
 - Control exactly the types of variables to export
- For administration:
 - Install on a single server, or on multiple servers for improved performance, failover protection, and scalability
 - Centralize control of permissions for application features and projects



To learn more, please visit www.spss.com.
For SPSS office locations and telephone numbers, go to www.spss.com/worldwide.

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A comprehensive survey research platform

Dimensions is a complete technology platform that supports the entire survey research process, from design to data collection to reporting. Based on the powerful Dimensions Data Model™, Dimensions empowers you to control and optimize every aspect of your research process to improve productivity and effectiveness. No matter what applications you run—or what type of data you collect from any source, in any language—Dimensions brings it all together.

Learn more about the benefits of Dimensions survey research software products at www.spss.com/dimensions.

