

SRBI's InfoConnectSM system puts actionable information in the hands of our clients immediately after it is collected. We work with clients up front to understand the needs of information users across the organization and design a solution that works across all levels and functions. By delivering timely, relevant information with the guidance to put it to work, SRBI enables our clients to take action that leads to business improvement.



Data Collection

e-TestsSM supported by SRBI's scalable interactive technologies are designed to capture information with the quality, speed, and efficiency to accomplish any research mission. Interactive Voice Response (IVR) and online data collection are integrated in a single software platform to accomplish multi-modal studies with extraordinary control and quota accountability.



Online Reporting

e-ReportsSM deliver immediate, automated reporting online by capturing critical, time sensitive information the instant respondents complete IVR and/or online interviews. Reports are custom designed to provide actionable feedback to staff at all levels. We provide analytical guidance and flexible, efficient query tools so clients can get the most out of their data.



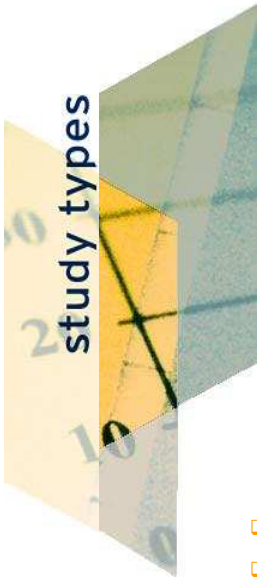
Scorecards

e-PulseSM scorecard templates summarize key business, financial, and customer data. Snapshot, trending and a variety of business planning documents can be populated automatically to provide a real-time look at performance vs. expectations. Report content, frequency and distribution lists are customized and controlled to insure security.



Data Management

e-LibrarySM provides the framework and infrastructure required for consistency and easy access to information. Redundant storage capacity and security controlled access insures that your data is safe. Search, query and analytical capabilities can be customized based on client needs.



SRBI's **e-TestSM** platform and scalable interactive technologies are designed to capture information with the quality, speed, and efficiency to accomplish any research mission. Interactive Voice Response (IVR) and online data collection are integrated in a single software platform to accomplish multi-modal studies with extraordinary control and quota accountability.

- ❑ Advertising Effectiveness
- ❑ Attribute Importance
- ❑ Attitudinal and Behavioral Tracking
- ❑ Buyer Reaction Studies
- ❑ Claim Support
- ❑ Competitive Analysis and Tracking
- ❑ Concept Testing
- ❑ Media Effectiveness
- ❑ Product Testing
- ❑ New Product Launch Evaluation

Expertise

SRBI staff is expert in the design of interactive studies and will consult with you at every step, from conception through reporting, analysis and application. We offer a host of deliverables, including:

- ❑ Full narrative analysis *with recommendations and action steps*
- ❑ Cross-tabulations
- ❑ Labeled SPSS, ASCII file or Access database
- ❑ Digital verbatim voice files from IVR
- ❑ **e-ReportSM** platforms, including email, telephone access and online reporting



Reliability

We consistently deliver quality data via robust infrastructure and comprehensive quality controls. Round-the-clock reliability is assured through server redundancy, line and server alarms with automated paging of IT personnel day or night, traffic reports, formal escalation procedures and intense technical support.

e-TestSM Advantages

- ❑ Systems are fully featured for research applications
- ❑ Integrated IVR-Web platform for multi-modal studies
- ❑ Randomizes attributes and brand lists
- ❑ Digital voice files captured in IVR
- ❑ Participation controls preempting cheating and gaming
- ❑ Platforms are flexible, scalable and highly reliable
- ❑ Available to respondents 24 hours a day
- ❑ Complete studies in virtually any language
- ❑ Global interviewing capabilities
- ❑ Help line and help desk support



SRBI's **e-ReportSM** online reporting system delivers immediate, automated reporting online by capturing critical, time sensitive information the instant respondents complete IVR and/or online interviews. Reports are custom designed to provide actionable feedback to staff at all levels. We provide analytical guidance and flexible, efficient query tools so clients can get the most out of their data.



e-ReportSM **Advantages**

- Secure online access to data immediately after it is collected
- Data and report access can be automatically customized by user
- User-friendly cross tabulation and statistical testing built in
- Searchable verbatim responses
- Export features allow data and charts to be pasted into spreadsheets and presentations
- Daily updates on data collection status
- Help line and help desk support