



SuperSurvey® PRODUCT OVERVIEW & SPECIFICATIONS

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OVERVIEW

Change the way you ask questions with SuperSurvey®

Ipathia, Inc. is pleased to introduce our innovative survey solution, SuperSurvey. Through a powerful Web-based interface, you can create, distribute, and tabulate surveys immediately. Each survey is hosted on our team of network servers monitored around the clock; you need only your existing Web browser to conduct a survey and view results. SuperSurvey allows you to customize your survey's appearance, format, privacy, and security levels with ease, to preserve your own brand or your client's.

Save time and money

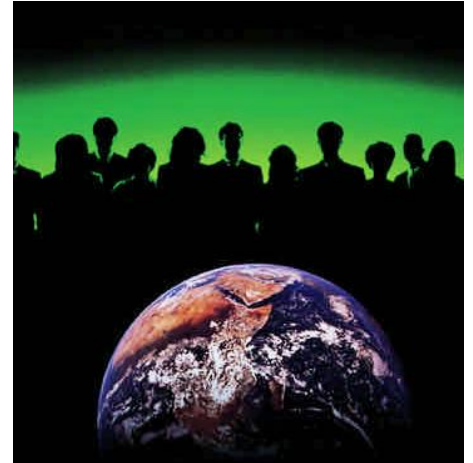
When you use SuperSurvey, there is no need to maintain servers and software, or hire Web and database programmers. Instead, you focus on your survey design and analysis needs, and let SuperSurvey's technology provide the fastest time-to-launch possible. Each survey is stored in a platform- and media-independent format, GQML™¹, and compiled into its own dedicated Web program for maximum speed and response. SuperSurvey removes the barriers to obtaining knowledge by making it affordable to survey your customers, employees, or research subjects via the Web. We provide the survey technology needed by professional researchers, consultants, and decision-makers.

Survey creation specifics

SuperSurvey allows you to develop your survey from any computer connected to the Internet with a modern Web browser². You have full control over your survey's fonts, colors, and images, to achieve a custom look. Questions of many different types may be organized into pages, and, using our LOGIQ™ system, you can define skip-logic, linking the pages so that each page of the survey is presented based on previous choices. You can choose to administer your survey under Secure Sockets Layers (SSL) to secure data in transit, and can opt to launch an Anonymous survey under our SuperSurvey Privacy Protocol,™³ reassuring your survey takers that their data is held anonymously in the strictest confidence. To control survey access, you can provide SuperSurvey with a single password or a set of individual "keys" used to access the survey, or our software can generate a unique set of keys for you. Once you have set these features, your survey is ready for real-time activation (purchase) with a major credit card or net-30 terms for qualified customers.

Survey distribution specifics

After you activate your survey, you gain access to your survey's Distribution Manager, which allows you to set the key or keys to access the survey. You can use our Web-based email program to distribute keys and invitations or use your own email system. Depending on your privacy specification, you can also send follow-up emails to survey takers who have not yet taken your survey, to maximize response rates. Unique keys can be checked for survey completion for incentive reward situations.



Log on today!
www.supersurvey.com

¹ Generalized Questionnaire Markup Language, an XML-based standard.

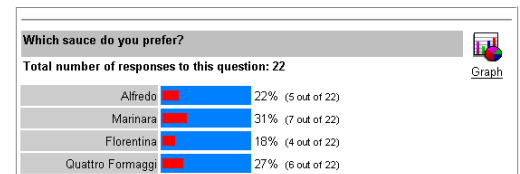
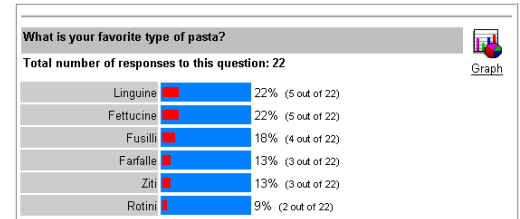
² Browser version at least 4.0.

³ Subject to the SuperSurvey™ Privacy Policy

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Survey tabulation specifics

After you activate your survey, you can open a Results Monitor window on your computer desktop to watch real-time survey usage. Once the first response enters our system, you can use Results Viewer to pull up your responses. You can view all raw results online, or download them into your favorite statistics program or database, such as Microsoft Excel™ or Access™, Stata™, SPSS™, and others. You can also view a results summary, which automatically analyzes the volume of responses and performs tabulated calculations. These summarized results can be graphed in the Results Grapher and downloaded directly to your hard drive for inclusion in a PowerPoint™ presentation, report, or Web page. Conditional Analysis lets you show only those responses satisfying a set of conditions you specify. To help maintain your data's integrity, our proprietary Duplication Filter algorithm can block out possibly fraudulent results.



Help and documentation

If you have any immediate questions about a SuperSurvey feature, each page on our system comes with pop-up help documentation – just click the blue question mark. All documentation, FAQs, tutorials, and help files are updated regularly. Please see *Services and Technical Support* for an explanation of our customer support system.

A note on methodology

Since the Internet is a continually developing medium, legitimate concerns exist about the accuracy of Web-based surveys. SuperSurvey incorporates methodological standards recommended by industry and university experts regarding usability (see *Software Requirements*) and formatting. We are dedicated to making our surveys as practical and logical as possible to use.

Software requirements

SuperSurvey's only major requirement is that your Web browser have both JavaScript and cookies enabled, which is the standard configuration of Netscape 4.0+ and Internet Explorer 4.0+. Our system checks to make sure these features are active before you begin using the service. Survey respondents **never** need JavaScript or cookies, however! Every survey adheres to the XHTML standard, so that all web users can interact with your survey. By reducing software requirements to the lowest possible level for survey takers, we remove troublesome browser dependencies that lower response rates. You maximize accessibility for your respondents and maximize meaningful information for yourself.

Services and Technical Support

Submit comments, concerns, and questions by email (support@supersurvey.com). Our dedicated technical support team is guaranteed to respond by phone or email within 24 hours during our regular business hours – 8:00am – 5:00pm Monday through Friday (MT). We strive to resolve most issues within an hour. If there is a special formatting, technological, or media component you would like to add to your survey, our customer service (service@supersurvey.com) department will help coordinate the customization by phone or email. We are dedicated to meeting your every survey need.



SPECIFICATIONS

Feature	Basic	Premium <i>(any paid package)</i>
General		
Maximum number of responses	Limit 25 total	*See Survey or Subscription package definition
Multi-page survey		•
Survey Formatting		
Customizable fonts, sizes, colors, enumeration, titles	•	•
Images and Positioning	•	•
Optional “percent completed” indicator	•	•
JavaScript & cookie-free, XHTML compliant surveys	•	•
Real-time format and survey previews	•	•
Question & Page Formatting		
Available answer rotation, answer value weighting	•	•
Custom “thank you” message upon survey completion	•	•
HTTP(S) redirection upon survey completion		•
Powerful LOGIC™-based skip logic		•
Privacy & Security		
Anonymous surveys under Privacy Protocol ⁴		•
Secure Sockets Layers (SSL) 128-bit encryption ⁵		•
Key-based Access Control		
Single key (password) for entire survey		•
Automatically generated unique keys (unlimited)		•
User-specified unique keys (unlimited)		•
User-specified usernames and keys (unlimited)		•
Distribution & Tabulation		
Simple URL for survey access	•	•
Distribution Manager for emailing invitations & keys	•	•
Distribution Manager for sending follow-up emails	•	•
Results Monitor real-time survey-usage statistics	•	•
Real-time online raw results viewing	•	•
Result summaries & graphing w/ download plots	•	•
Download data into popular statistics programs	•	•
Conditional Analysis for advanced data queries ⁶	•	•
Documentation & Support		
Complete per-page documentation of every feature	•	•
Email & support ticketing for quick support turnaround	•	•

⁴ Subject to SuperSurvey™ Privacy Policy. Survey respondents are notified of the privacy status of the survey as they proceed. No respondent information other than responses conveyed via Results Viewer.

⁵ 128-bit encryption U.S. domestic, 40-bit international. Operates under <https://secure.supersurvey.com>.

⁶ Results may be summarized, graphed, or downloaded.