

Customer Case Study  
**Research Now**

## Confirmit Drives Research Now Growth

**A big result for us is that we can now deliver complex survey design without having a complex timeframe to match. This is a real benefit that Confirmit brings to Research Now.**

- Kevin Goldberg, Director, Development and Panels at Research Now

Research Now is the leading European provider of online research fieldwork and panel services to the global market research industry. Operating principally in the UK, France, Germany, Australia and the US, the company owns a family of 20 proprietary online access panels across Europe and Australia (branded "Valued Opinions") - and conducts fieldwork exclusively via the Internet. The Company's clients include leading research agencies and some of the world's best known companies. Research Now is an independent company, listed on the AIM market of the London Stock Exchange.

In support of its data collection activities, the company maintains panels of people - categorized as consumers or business people - who have offered their services to respond to surveys. In the course of fielding responses for each survey, the company ensures that the selection of panelists to invite to a survey is appropriate to the requirements of the study. This ensures that the data is of the highest quality, panelists are not overly contacted for surveys that are not appropriate for them and Research Now achieves the fastest turnaround time in field for its clients.

By the time of the IPO in 2005, Research Now had worked with two different technology vendors in support of its business. In order to scale according to the Board's vision, an important objective immediately following the IPO was the selection of online survey technology that supported the goals of growing the business to be a leader in international online fieldwork.

After a rigorous evaluation, Research Now selected Confirmit as the platform to underpin its growth strategy.

### Executive Summary

- Research Now is the leading European online fieldwork panel specialist.
- Research Now was challenged to select an online survey technology that supported the goals of growing the business.
- With Confirmit, Research Now has taken on a greater range of projects.
- During the period since Confirmit was selected, Research Now expanded the geographical coverage of their panels from seven to 20 countries.

"Not only were we expanding our geographical reach," comments Kevin Goldberg, Director, Development and Panels at Research Now, "but the complexity of our projects was increasing. Our clients were becoming more confident with using an online methodology for data collection. In

many cases, this meant going beyond a simple replication of an existing paper survey to scripting complex, multi-dimensional surveys with additional java and flash applications."

"While we've found the core Confirmit product to be extremely powerful, it's been the extensibility of the product - enhancing it through scripting and additional programming - that's enabled us to take on a greater range of projects."

Goldberg found that Confirmit's footprint in the market gave him a big operational advantage in terms of scaling up Research Now's capacity. "The fact that Confirmit is known to many programmers operating in the online survey arena meant that we could efficiently staff up experienced hires on-demand for specific

projects. Confirmit provides a terrific collaborative environment that allows us to respond to our growing client demands. This has helped us to scale the business and keep abreast of developments in the online survey market."



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"This is a quintessential example of the Confirmit Marketplace in action," notes Gary Schwartz, VP Product Marketing for Confirmit. "For online surveys to succeed, more is required than is immediately obvious. In this case, Confirmit provides the leading technology that enables Research Now to meet the demands of an increasingly sophisticated online survey market."

Research Now's Goldberg comments, "A big result for us is that we can now deliver complex survey design without having a complex timeframe to match. This is a real benefit that Confirmit brings to Research Now."

And the business result has clearly delivered. In its first interim financial statement released after its IPO, Research Now showed how it has scaled the business. Revenues nearly trebled from the same period the prior year, with profit for the first half of 2006 exceeding the profit for the entire year of 2005.

"During the period since we selected Confirmit we've expanded the geographical coverage of our panels from seven to 20 countries, comprising just under 1,000,000 panelists," concludes Chris Havemann, CEO of Research Now. "During this time, the Confirmit software has played an instrumental role in allowing us to meet and exceed our clients' increasing demands whilst at the same time offering us a cost-effective and scalable solution for the business."

"We look forward to a durable, successful partnership with Confirmit."

#### About Research Now

- Research Now is the leading European online fieldwork and panel specialist
- "Fieldwork" is the collection of survey data via personal interviews - a process that Research Now undertakes via the Internet
- Research Now owns the "Valued Opinions" family of online panels across 20 countries (UK, Germany, France, Italy, Spain, Republic of Ireland, Austria, Sweden, Poland, Denmark, The Netherlands, Norway, Finland, Portugal, Russia, the Czech Republic, Hungary, Belgium, Greece and Australia), comprising over one million active panelists globally
- Research Now's online panels are used by leading research agencies and some of the world's best known companies
- Research Now has offices in London, New York, Chicago, San Francisco, Frankfurt, Hamburg, Paris, Sydney, Melbourne and Athens
- Research Now is an independent public company quoted on the AIM market of the London Stock Exchange

#### About Confirmit

Confirmit is the world's leading provider of software for Market Research (MR) and Enterprise Feedback Management (EFM). The company has more than 200 employees and offices in Oslo (headquarters), Guildford, London, Moscow, New York, San Francisco, and Yaroslavl. Confirmit's software is also distributed through partner resellers in Milan, Santiago, Sydney, Tokyo, and Valencia. Confirmit became a public company in December 2005, and is listed on Oslo Stock Exchange under the ticker "CONF".

Confirmit targets Global 5000 companies and Market Research agencies worldwide with a wide range of software products for feedback / data collection, panel management, data processing, analysis, and reporting. Customers include British Airways, Countrywide Financial, Dow Chemical, Experian, GlaxoSmithKline, Halifax Bank of Scotland, Hewlett Packard, Intrawest, Ipsos, Nielsen, The NPD Group, Safeco Insurance, StatoilHydro, Symantec, and Virgin Media.