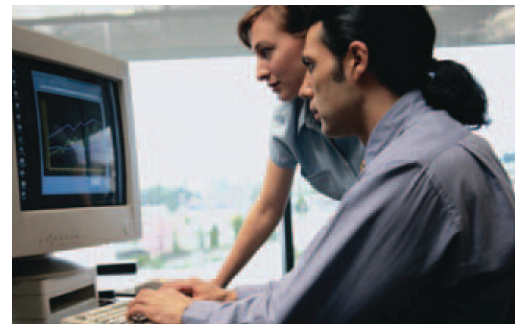


ViewPort ProSM

Web-based decision-support tool providing critical business intelligence now

Harris Interactive® ViewPort Pro information system offers a complete suite of web-based decision-support tools providing access to critical business intelligence in real time. ViewPort Pro simplifies information retrieval for CEOs, research analysts, and other stakeholders with its intuitive user interface. Our set of report options enables you to develop personalized templates and fully customizable reports with simply a click of a button.

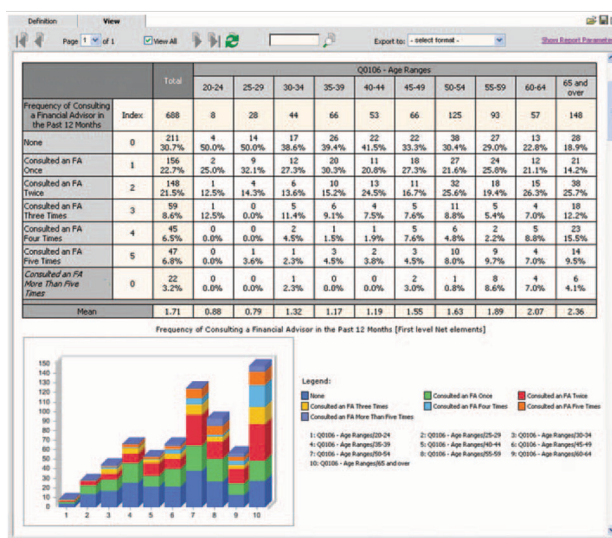


ViewPort Pro is ideal for research investigations requiring real-time access to raw data throughout all stages of a project.

Depending upon your project needs, ViewPort Pro users can select from two configuration modules.

The **Base Module** contains a set of reporting tools with frequency summaries, cross tabulations, presentation-ready graphical summaries, and access to verbatim comments.

The **Enhanced Feature Module** includes all of the Base Module features plus respondent profile reports, account listings, action alert flags, and a branded interface reflective of your company.



Base Module

Reports include:

- **Frequencies** – a quick glance at the profile of any variable.
- **Sample Survey Status** – manage sample by viewing current survey case dispositions.
- **Cross Tab** – unlimited report columns and row definitions.
- **Summary** – a summary consisting of specific data elements (answer categories, nets, and statistics) from single or multiple questions, with row- and column-specific bases and filters, presented within a user-defined arrangement.
- **Verbatim** – respondent summary verbatim comment reports.

The flexible interface provides tabular data for detail drill-down and graphical presentation-ready overviews.

ViewPort ProSM

Features Include:

- Real-time access to raw data regardless of respondent location or interview mode, with the ability to view survey data in the fielded language.
- Real-time online access to answers of multiple choice, multiple answer questions containing multiple, dynamic loops.
- Restrict access to survey information and/or ViewPort Pro functions at the individual user level.
- Predefined report templates with analysis variables already selected – one-click access to summaries based upon your criteria.
- User-customizable report formats and styles.
- Survey preference settings permitting single set up for all survey reports.
- Rich charting capabilities, including individual row-level charts.
- Capability to export reports and charts to popular file formats.
- Support for weighted and non-weighted results.
- Support for descriptive statistics, including mean, median, standard deviation, and standard error.
- Support for significance testing based upon t-tests. Includes base sample minimum and small-base size warnings.
- Support for Nets with point-and-click recoding of variables for frequency distributions or in cross tabulations – no programmer intervention required.
- Create report column or row definitions from two variables, such as Gender by Age, without tab programmer intervention.
- Library repository for static documents, such as questionnaires and other study-related materials.
- Simple and complex filtering capabilities based on any combination of variables – includes designating order of operations, time filters, and conditional filters.

Benefits Include:

- No special desktop software required – only a Web browser with access to the Internet.
- Intuitive graphical user interface – no costly training required.
- Access to presentation-ready data – just a click away.
- Dependency on traditional, labor-intensive reporting solutions minimized.
- Delay between survey completion and availability of results eliminated.
- Compatibility with the Harris Interactive Integrated CATI WAPI System: integrated dual interviewing modes of Web-Assisted Personal Interviewing (WAPI) and Computer-Assisted Telephone Interviewing (CATI).
- Harris Interactive maintained to keep you out of the software business.
- Sophisticated authentication system that protects the privacy of your data.
- 24/7 availability. Robust reporting features eliminate the time and cost inefficiencies of ad hoc reports.
- Time series filters and time-based banner points to enrich tracking data.
- Cost-effective solution for managing user-based access rights, ensuring specific users access only “their results.”

Full feature support for the following browsers:

- Microsoft® Internet Explorer 6.0, SP2+ with Microsoft® Windows® XP
- Mozilla® Firefox® 3.0.6 with Microsoft® Windows® XP

Contact Us

If you are interested in learning more about how ViewPort Pro can enrich your research experience, please contact us at **877.919.4765** or info@harrisinteractive.com.

AHEAD OF WHAT'S NEXT.

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