

# Research Now Selects Confirmat as Survey and Reporting Platform

**Confirmat's highly scalable platform to support Research Now – Europe's leading online fieldwork and panel specialist.**

NEW YORK, NY (SEND2PRESS NEWSWIRE) – Future Information Research Management (FIRM), the world's leading provider of software for Market Research and Enterprise Insight Management, today announced that it has signed an agreement to provide its Confirmat survey and report platform to Research Now.



**Send2Press® Newswire** Taking

advantage of Confirmat's unmatched scalability and vast feature and capability set supporting increased productivity, Research Now plans to utilize and integrate the Confirmat platform across its online fieldwork services and panels. Research Now has indicated there are already plans for several million interviews to be launched and supported using the Confirmat platform within the first year of implementation.

Research Now offers a full range of online fieldwork services for the world's most respected research agencies in addition to conducting online fieldwork for the research departments of many leading organizations. Coupling its "Valued Opinions" family of online panels in Europe and Australia with its panel partners in the Americas and Asia, Research Now is able to provide global online fieldwork from a single point of contact in London.

“Being selected by Research Now is a tribute to the unparalleled scalability, sophisticated features and capabilities of Conconfirmit,” says FIRM’s VP of Marketing, Kjell Oksendal. “Research Now will benefit from a next generation survey and reporting platform capable of supporting its thriving online services and panel fieldwork while increasing productivity and delivery to its growing global client roster.”

“After a head-to-head evaluation process, Conconfirmit was the clear choice for a fully integrated survey and reporting solution capable of providing the high-level features our clients want,” says Chris Havemann, CEO of Research Now. “Total cost of ownership and scalability were also key factors in our selection of Conconfirmit given our growth expectations for the coming year.”

Research Now also plans to utilize Conconfirmit’s live results report portal, Conconfirmit Reportal, empowering the online fieldwork services and panel agency to deliver critical and actionable insight directly to its end clients.

#### About Research Now

Research Now are European online fieldwork and panel specialists

The company owns a flagship UK panel of 250,000 consumers and the “Valued Opinions” family of panels across Europe (UK, Germany, France, Spain, Italy, Ireland and Austria) and Australia, comprising in excess of 700,000 panellists.

Research Now’s online panels are used by leading research agencies and some of the world’s best known companies

Research Now floated on the AIM market of the London Stock Exchange in August 2005 (AIM: RNOW)

For further information regarding Research Now, please see [www.researchnow.co.uk](http://www.researchnow.co.uk).

#### About FIRM

Future Information Research Management (FIRM) is the world’s leading provider of survey & reporting software for Market Research (MR) and Enterprise Insight Management (EIM). The company’s state of the art web-based survey software, Conconfirmit, is used for customer satisfaction surveys and employee satisfaction surveys as well as market research surveys. Results from these studies are instantly made available for key decision makers through Conconfirmit’s bespoke report platform, Reportal.

Conconfirmit is used by some of the largest market research agencies in the world, in addition to Global 1000 companies. Customers include Accenture, AC Nielsen, Crown Castle, Dow Jones, Egg, Wanadoo, Greenfield Online, Hewlett-Packard, Microsoft, Mori, The NPD Group, Progressive Insurance and Symantec.

FIRM is headquartered in Oslo and has offices in London, New York and San Francisco. In addition, Conconfirmit is distributed through partner resellers in

Stockholm, Amsterdam, Sydney and Tokyo.

For further information regarding FIRM and Confirmat, please see [www.confirmit.com](http://www.confirmit.com).

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