

Confirmit 10 Launched to Deliver Strategic Value Across the Enterprise

Actionable Insight delivered Whenever and Wherever Decisions are Made

NEW YORK, NY (SEND2PRESS NEWSWIRE) – FIRM, the world's leading provider of software for Enterprise Insight Management (EIM) and Market Research (MR), today announced the successful release of Confirmit 10 on the company's ASP environments. Version 10 of Confirmit is expected to deliver significant customer value with new powerful features across management reporting and analytics, community portals, respondent experience, and multi-channel measurement.



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t has played a significant and now growing role in Eggs business. We've deployed it in applications that go far beyond surveys and that give us a much more comprehensive portrait of our customers. It fits in well with Egg's philosophy, which is about enabling our customers and helping them improve their financial situation, rather than simply treating them as numbers," said Mark Pearson, Head of Customer Research at Egg, the UK's leading Internet-only bank, "The new Confirmit 10 is an extension of our companies' shared vision. It improves our customers' experience of interacting with us, which gives us better data, and the new reporting features enhance the quality insight we need to quickly drive our business decisions forward."

"The market is moving rapidly away from a plethora of free or other tactical desktop survey solutions and towards technology that is worthy of strategic

investment across the enterprise and suitable for a variety of applications," says Esteban Kolsky, Senior Research Director, Gartner. "It's less about collecting data than it is about analyzing and reporting on that data, driving actionable insight into business processes in real time."

The new Conconfirm 10 includes the following highlights:

** Management Reporting and Analytics*

Deliver high-level dashboard reports and drill down to greater levels of detail through the easy-to-use live online report portal, Conconfirm Reportal. Conconfirm 10 introduces selection of table variables for ease in table design and report navigation, and export to any format (PDF, XLS, and PPT) providing managers with the power to identify threats and opportunities.

** Multi-channel measurement*

Measure customer experience or employee satisfaction across multiple channels as preferred by the customer or employee. Conconfirm 10 enables offline data collection from any laptop or TabletPC as well as online from any device with Internet connection.

** Respondent Experience*

Drive response rates and respondent experience while maintaining branding policies with 100% layout flexibility and accessibility in Conconfirm 10.

** New Community Portals*

Manage customers, employees and other stakeholders in communities and build powerful profiles combining transactional and attitudinal data for analytical and campaign purposes.

"The new capabilities available in Conconfirm 10 have been developed in close interaction with clients who have implemented Conconfirm as an enterprise wide platform and share our vision of providing actionable insight whenever and wherever decisions are made," says Kjell Oksendal, FIRM's VP of Marketing. "Combined transactional and attitudinal insight delivered live is becoming this century's new cornerstone for informed business decisions."

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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, Conconfirm, 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 Conconfirm's bespoke report platform, Reportal.

Conconfirm 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, Conconfirm is distributed through partner resellers in Stockholm, Amsterdam, Sydney and Tokyo.

For further information regarding FIRM and Conconfirm, please see www.confirmit.com.

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