

PANEL MANAGEMENT

Simplify the task of creating a new panel or managing existing panels. The information you need to know about your panelists is easy to see and immediately accessible.

STUDIES

You can now organize and provide detailed tracking of all projects. Effortlessly track who created a project, who participated, and when the study was completed.

LIST BUILDER

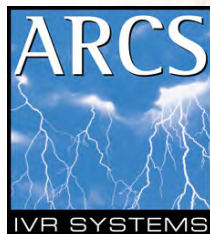
The new list builder quickly and easily assists you in drilling down into your panel to find which panelists match your criteria for each project. In a few short clicks you can now find and retrieve your selected panelists.

QUESTIONNAIRE BUILDER

The redesigned questionnaire builder makes the creation of complex questionnaires easier than ever before. New drag and drop functionality allows you to rapidly build the most complex quota intensive questionnaires with just a few clicks of the mouse.

MULTI-MODE COLLECTION

Collect data and manage panel information using the Web or IVR (Interactive Voice Response) telephone technology, or both! ARCS allows you to write one questionnaire to gather data or recruit in one easy step.



Since 1991, companies have used ARCS technology to automate recruiting, scheduling, and collection of data from proprietary panelists

for central-location and home use tests, sensory evaluations, and focus groups.

Introducing ARCS 6! Built on the latest Microsoft® -based technology platform and redesigned from the ground up for easy use, it now provides enhanced performance and scalability.

New features include automatic updates to panelist information via Web and IVR, integrated sample selection, drag and drop questionnaire development, robust query tools, and many new standardized reports.

Contact

MARKETING | SYSTEMS | GROUP

565 Virginia Drive

Fort Washington PA 19034-2706

USA

“ ARCS has paid for itself. It has lowered financial costs and saved us time hiring recruiters. ”

Q Research

ARCS is designed to save time and money by providing you the tools that integrate and streamline the different functions and processes performed on a daily basis.

It is more than just a recruiting system, a panel management system, or a data collection system. While ARCS can perform these core functions, it can now completely manage participation, detail project progress, while delivering a robust suite of reporting tools. What once required several tools now is rolled into one: ARCS 6.



Clients have noted that they have returned their investment in less than a year. The time savings and cost benefits continue to add up year after year making the system an indispensable part of their

operations. They have also reported increased productivity from the ease of use, improved collaboration, and better information reporting.

But ARCS goes beyond saving you money.

The new ARCS architecture is designed to grow with you. In version 6 you now have the ability to incorporate new add-on modules. We can help you build any custom solution specifically for your expanding needs.

“ It's hard to believe we ever functioned without it. ”

Unilever - Best Foods

What's New In 6

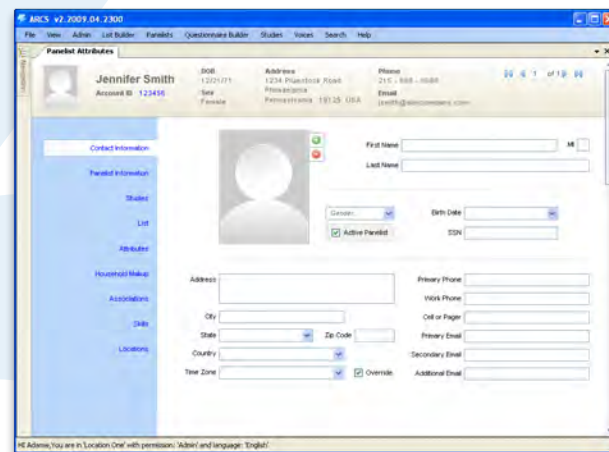
ARCS® 6 is an all-in-one tool designed to fully manage sensory recruiting and market research data collection. You can now control all of the data in your panelist database. From organizing, to categorizing, to providing real-time snapshots, ARCS is the solution.

Change Data Capture (CDC)

ARCS 6 can help improve your data accuracy. With CDC you can quickly and easily monitor any modified panelist information, from who made the changes to when the change was made.

View Responses

Any responses from your recruiting and market research surveys can now be viewed from within the ARCS application. Organize, sort, and extract only the data that you need in the format that you want.



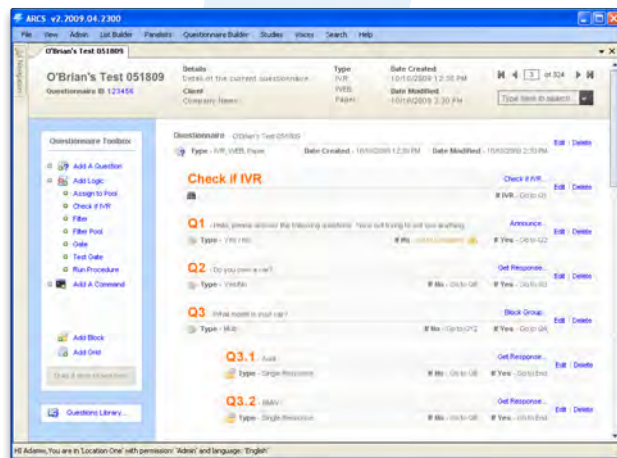
New Panelist Design - Redesigned for easy access to panelist data.

Questionnaire Builder Features

The redesigned interface incorporates drag and drop, integrated voice recording, a question & answer library, and an enhanced command set saving time in creation of the most complex questionnaires.

Experience ARCS® 6 for yourself!

Visit www.arcsivr.com/6 for more information or to view an online demonstration.



Questionnaire Builder - New drag and drop functionality for faster programming.

www.arcsivr.com/6