

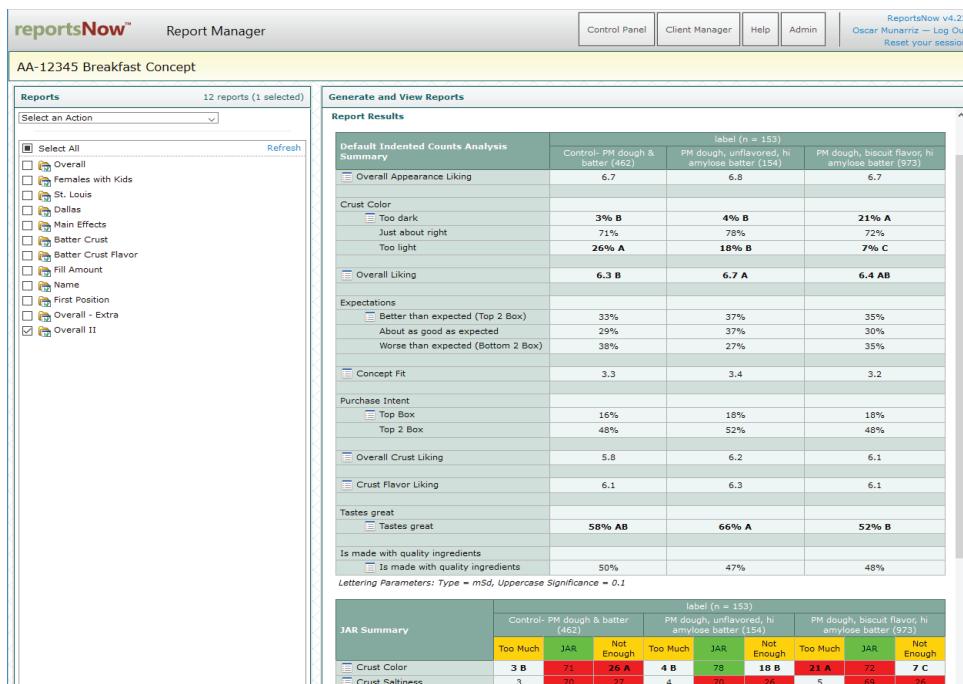
## Real-Time Access to Your Research Projects and Reports

reportsNow is an on-demand, online, analytical dashboard that interfaces with your data, so you can modify your research as needed—even as the research is being conducted. In real-time, you can view both summarized and detailed reporting for faster decisions and spend less time managing data—giving you better results, more quickly.

The reportsNow platform is highly customizable to meet your business needs.

InsightsNow partners with you to understand how research information is used in your workflow and how you want that information presented. reportsNow can be configured to meet your preferences and give you exactly the data you need, when you need it.

The technology is also easily integrated into most survey platform of your choice, allowing seamless research from start to finish.



The screenshot shows the 'Report Manager' interface for 'AA-12345 Breakfast Concept'. The left sidebar lists various report categories. The main area displays two tables: 'Default Indented Counts Analysis Summary' and 'JAR Summary'. The 'Default Indented Counts Analysis Summary' table compares three items based on overall appearance, crust color, overall liking, expectations, concept fit, purchase intent, overall crust liking, crust flavor liking, and taste great. The 'JAR Summary' table provides a breakdown of responses for crust color and crust saltiness across three categories: Too Much, Not Enough, and Just Right (JAR).

	label (n = 153)		
	Control- PM dough & batter (462)	PM dough, unflavored, hi amylose batter (154)	PM dough, biscuit flavor, hi amylose batter (973)
Overall Appearance Liking	6.7	6.8	6.7
Crust Color	3% B Just about right Too light	4% B 78% 26% A	21% A 72% 7% C
Overall Liking	6.3 B	6.7 A	6.4 AB
Expectations	33% About as good as expected Worse than expected (Bottom 2 Box)	37% 37% 27%	35% 30% 35%
Concept Fit	3.3	3.4	3.2
Purchase Intent	16% Top Box Top 2 Box	18% 52%	18% 48%
Overall Crust Liking	5.8	6.2	6.1
Crust Flavor Liking	6.1	6.3	6.1
Tastes great	58% AB Tastes great	66% A	52% B
Is made with quality ingredients	50% Is made with quality ingredients	47%	48%

	label (n = 153)		
	Control- PM dough & batter (462)	PM dough, unflavored, hi amylose batter (154)	PM dough, biscuit flavor, hi amylose batter (973)
JAR Summary	Too Much Crust Color	JAR Not Enough	Net Enough
Crust Color	3 B 3	71 27	26 A 4
Crust Saltiness	4 B 5	70 26	Net Enough 72 69
	18 B 18	21 A 26	7 C 26

## How it works for you...

### Reporting Set-up

Integrate into your survey platform with pre-set analysis parameters and reporting formats, prior to, during or after data collection.



### Reporting Dashboard

Monitor report results in real time, with drill down capabilities to see details. Monitor individuals or statistical tables of partial results.



### Reporting Analysis

Select and screen individual data, generate additional break-out groups, and access raw data quickly for statistical analysis.

### Generate Reports

Create summary tables of results, and export into Excel, Word and PPT in one click.



**Reach out and get started today with reportsNow!**

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