Richard Day Research realizes faster turnaround time with industry leading technology

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August 16, 2006: FIRM, the world's leading provider of software for Enterprise Feedback Management and Market Research, today announced it has signed an agreement to provide its Confirmit survey, panel and reporting platform to Richard Day Research, a full service market research firm. Richard Day Research will license the on-demand software on the Confirmit ASP environments.

Serving pharmaceutical, finance, education and public opinion clients, Richard Day Research began implementation on the Confirmit platform as part of their custom, collaborative and insightful research offering. Richard Day Research currently estimates upwards of 25,000 interviews will take place on the Confirmit platform this year and has plans to grow this total by several thousand in the coming year.

Having fully migrated to the Confirmit platform only two months ago, Mike Lightner, IT Director for Richard Day Research explained, "Confirmit's rich set of features and capabilities has enabled us to offer our clients exactly what they ask for, and more. In just a short time we have already seen a substantial improvement in workflow and about 20% reduction in the turnaround time of our survey activities."

Richard Day Research initiated a software review to evaluate Confirmit's advanced capabilities and open architecture as their demand for greater flexibility increased and it became clear that they had outgrown their previous survey technology. Lightner continued, "Confirmit's incredibly open, but secure, architecture has provided the flexibility needed to create custom research projects and launch them easily on the Confirmit platform. The seamless integration of Confirmit with our existing custom in-house reporting programs is another benefit that has exceeded our expectations."

Richard Day Research selected Confirmit to expand their survey capabilities with the advanced features Confirmit is known and highly regarded for in the market research industry. "While evaluating Confirmit's feature set, we became aware that several of our partners and other major players in the MR industry have standardized on the Confirmit platform. Being able to both take advantage of the industry leading technology and work on the same platform as our partners is an added bonus and testament to Confirmit's reputation," said Richard Day, President of Richard Day Research.

"Richard Day Research's rapid adoption of the Confirmit platform verifies and reinforces the importance of Confirmit's user-friendly platform and will only drive FIRM to continue to set industry standards," said Kjell Ã˜ksendal, FIRM's Vice President of Marketing. "Providing Richard Day Research with a platform and the sophisticated capabilities their company and clients require will only further Confirmit's place as the industry standard for superior market research technology."

Confirmit's world-class survey, panel and reporting platform can be licensed as an ASP service or as a server install. Confirmit can be implemented in both online or offline locations and comes with Confirmit Reportal enabling live access to customized reports ensuring that end-clients, executives, and other relevant stakeholders have critical insight at their fingertips when decisions are to be made.