



AXpanel

easy & low cost

As one of the premier experts on Dimensions software worldwide, Artax comes up with a solution, specially engineered for Dimension users: AXpanel. Now you can combine online research with a private panel. AXpanel is easy to implement in the existing Dimensions application, with standard functions and therefore easy to use and low cost. This plug-in can be installed very quickly and users do not need special training, since the environment is already familiar. Because of this environment AXpanel comes with all the questionnaire and email options you're used to. As a partner, Artax will be stand-by for help with installing and for technical support. Look inside for further information. You can also contact Artax directly for all your questions.

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AXpanel

The easiest way to benefit from your private panel



AXpanel is built for Dimensions



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Powered by SPSS Dimensions, engineered by Artax



Combine the benefits of online market research and your own panel

Add AXpanel to your powerful SPSS Dimensions software and enjoy the advantages

It's so easy. There is no need to search for new respondents each time and the response rate becomes more predictive. A panel is a guarantee for high response figures and high conversion. AXpanel makes it all possible. Background information of the respondent is already in the database, so there is no need to ask unnecessary questions.

Customer relations become stronger. Make your customer a partner by asking their opinion on the topics concerning your organization. And last but not least: reoccurring research gives you the possibility to detect important trends in the longer term.

 **AXpanel is built for Dimensions: easy to implement, easy to use!**

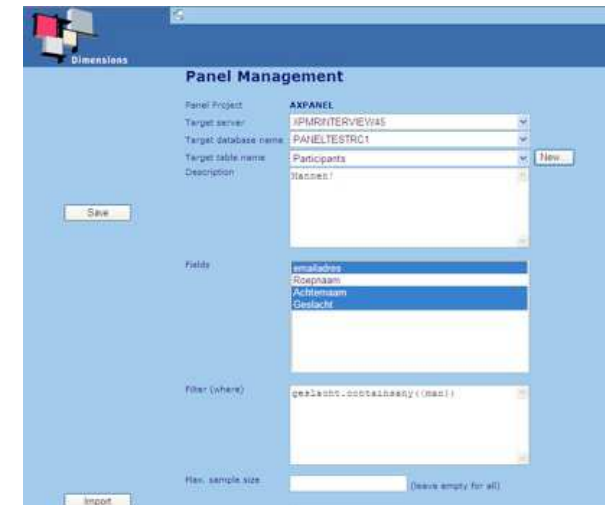
AXpanel integrates seamlessly as a DimensionNet activity

The plug-in comes with a full user manual. Technical support from the development team is available by email or telephone and there is also the possibility for on site or remote installation service by Artax. You'll be able to create different Panel groups through different URL's. A standard Dimensions questionnaire is used to gather the respondent's personal features and the respondent is able to update this information at any time. You'll now be able to filter panel members on specific personal features and invite them for a questionnaire. All standard email options will be available to you and AXpanel also allows for automated email sending, e.g. for confirmation to new panel members. All data from the panel will be stored as a standard Dimensions project. You can merge the panel data set easily with questionnaires through the DimensionNet SAV export. After this you'll be able to analyse the complete data set on every level. Depending on the needs of the AXpanel user group, Artax will create extra features and make them available through frequent upgrades.

Artax is your partner

Artax B.V. is one of the premier experts on Dimensions software worldwide

As an SPSS partner and a consultant for Dimensions users, Artax has been able to gain a lot of knowledge concerning this specific SPSS software over the last 10 years. Being in dialogue with a wide range of customers on a daily basis, Artax's experts are able to detect the customer needs and translate them into satisfying solutions. AXpanel is the answer to the growing need of Dimensions users for an online private panel: easy to implement and low cost.



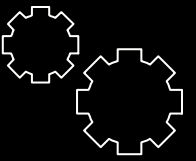
Your investment

A small investment and you're on your way

Since AXpanel can be fully implemented in your Dimensions software, there is no need for an expensive interface. There is just a one time investment in the license and from there you pay a small yearly fee for maintenance and upgrades.

licenses	initial costs per license	yearly fee per license
1	EUR 7995	EUR 995
2	EUR 7195	EUR 995
3 or more	EUR 6395	EUR 995

Prices are excl. VAT. Prices for global licenses are on request.



MAIN TECHNICAL FEATURES

- Seamless integration as a DimensionNet (web) activity
- Access control through the Manage Access menu, can be assigned to roles
- All Panel extraction details are stored inside the Dimensions project
- Emails are all defined in the DimensionNet email activity
- Viewed by IT-staff as a Dimensions extension/plug-in, not a separate application
- Installs as a web application, requiring only one-time IIS and DPM settings
- Works with Dimensions 4.5 through 5.5 patch 2 (current version) on standalone or cluster configurations
- Uses a standard Dimensions project exclusively for questionnaire and panel member storage
- Uses standard DimensionNet SAV export for merging of the entire panel dataset with questionnaires
- Uses a standard mdd (metadata document) as the panel member questionnaire, so it can be authored in mrStudio, Author or DimensionNet Build.
- Multiple URLs for different panel groups, allowing automatic panel assignment
- Participation is recorded for each panel member
- Extractions are made through the Panel Management activity
- Optional SQL or Data Model style queries to create complex selections
- Extractions can be limited to a maximum number of participants, which will be randomly selected after executing the query

