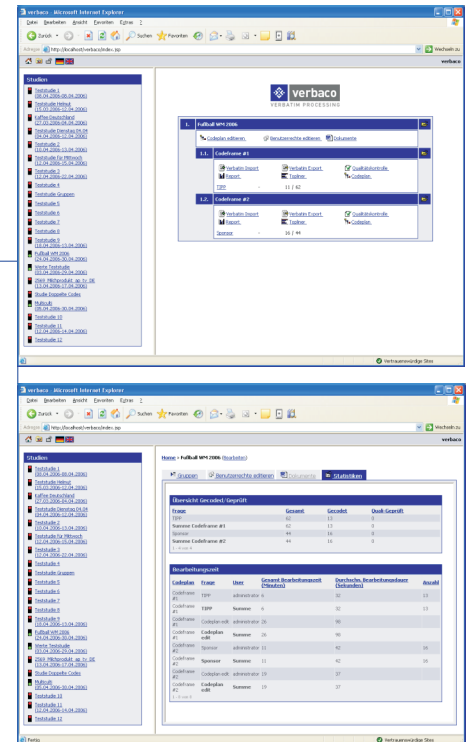


# verbaco

## The professional tool for coding of open ended questions.

### Coding of open ended questions

The online-tool verbaco is an innovative and high quality software solution for the coding of open ended questions. In market research this process is associated with a very high financial, time and human resources effort. The quality of the results often is influenced by the individual language comprehension of the coder but also by the lack of a possible interactive communication. The synchronisation of the codeframe is often only possible after the end of the coding process. Complex postprocessing is the consequence.



### The most important product benefits

#### Cost Advantages:

Using verbaco will give you the opportunity to cut down your costs up to 80% during the process of compiling, maintaining, distribution and postprocessing of codeframe. Through elaborate and in field tested search options you can also increase productivity up to 20 %.

#### Time Advantages:

An exact time record and analysis of all steps of the coding process gives you the opportunity to make at any time a statement about the progress of the coding process and it also enables you to eliminate difficulties easily and adjust your capacity planning. Since the coding can begin with the start of the study, the time slice of it extends dramatically and allows a long term and constant utilisation of existing coder resources.

#### Quality Advantages:

Each and every study is being sustainably and long term documented through an integrated document management. The codeframes of all studies remain in the system and can be used as draft for other projects. Our integrated realtime quality assurance avoids systematic errors during the coding process, which, in the past had to be corrected through complex and manual postprocessing methods. With verbaco you apply insufficient coded verbatims right back into the coding process. You can check online the quality of the coding and document number and type of the samples for your customer.

### Recent Technology

Using the latest programming technology (AJAX) verbaco is a high performance system. Through the constant influence of the practical process and very short development time verbaco is very user friendly.

### Contact

If you are interested in further information about our products and services, please contact us:

#### verbaco systems AG

Spardorfer Str. 65  
 D-91054 Erlangen

Telefon: +49 (0)9131/97798-56  
 Telefax: +49 (0)9131/97798-55

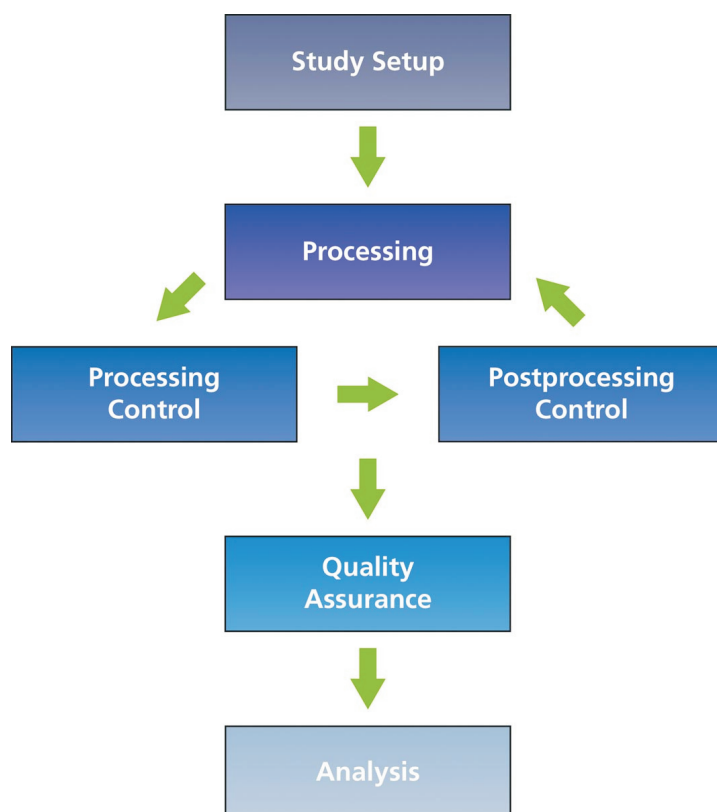
E-Mail: info@verbaco.com

http://www.verbaco.com

## Functional Range

With verbaco you can show the entire process of the coding of open ended questions. These specific features are included:

- Extensive codeframe-setup and –management functions
- Multilingual codeframe including master-codeframe-concept
- Import- and translation functions for codeframes
- Variety of different research-methods (CAPI/WAPI/CATI)
- Documentation of study time and the number of coded verbatims
- Archiving of all study-relevant documents
- Rights management for all users within the coding process
- Classification of the coders with their qualification
- Import, editing and possibility of the translation of verbatims
- Setup of the topliner in realtime including sort sequence
- Coding input optimized for keyboard and/or mouse
- Search functions in the codeframe with the display of all overcode sections
- Semi- automatic coding for single-word coding
- Optimized for teamwork (centralized and decentralized)
- Coding of mediafiles is possible (e.g. wav or bmp)
- Quality assurance in realtime
- A broad variety of search options: serialstatus, verbatim, coder or single codes
- Post training of coders in realtime
- Extensive reportingtool



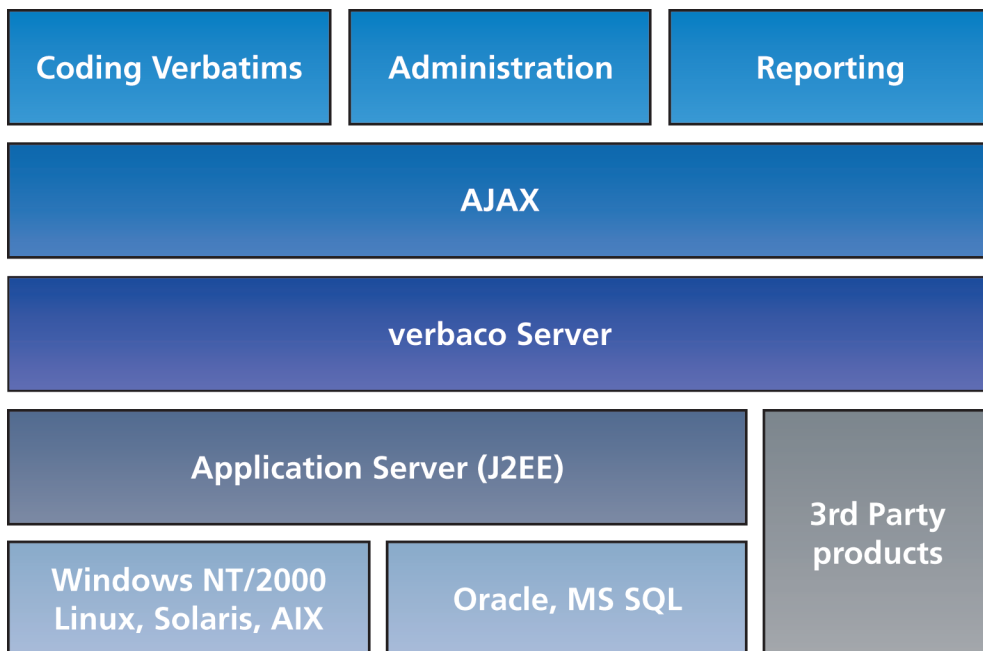
## System Requirements

The verbaco engine is completely written in Java with the benefits of high performance AJAX technology embedded. verbaco does not require a specific system. You only need one of the following browsers: Microsoft Internet Explorer version 6.0 or higher. Mozilla Firefox 1.0 or higher.

## International Projects

- Worldwide collaboration in the coding process is now possible through web-character and integrated multilinguality.
- The complex synchronisation of the codeframes and the combining of results of international studies is no longer a matter through the implementation of a central master-codeframe with multilingual codeframe-labels.

## System Structure



## Interfaces

### Import Verbatims

- ASCII (ANSI) csv
- MS Excel
- MR Quancept CATI and CAPI®
- MR data model®
- For longterm studies automatic data import (individually adaptable)
- On demand the integration of various survey software

### Import Codeframe

- ASCII (ANSI) csv
- MS Excel
- MR Quancept CATI and CAPI®
- MR data model®
- Individual adjustments to customer wishes

### Export Codeframe

- ASCII (ANSI) csv
- MS Excel
- With counting of code mentions
- Individual adjustments to customer wishes

### Export Coded Verbatims

- ASCII (ANSI) csv
- MS Excel
- MR Quantum edit-syntax for other mentions for precoded questions with CATI /WAPI
- On demand syntax (memorization and crosstabulation) for a variety of analysis software

## ASP Service

verbaco is offered as an ASP (Application-Service-Provider) model. We run the application and servers in a powerful data processing service center. This is why you work with modern, fully developed IT-systems locally unbound and at calculable costs. Investments for the purchase, operation and maintenance of own systems are no longer necessary.

With our ASP product you work:

### Locally Unbound

verbaco is available anywhere. You can access the application from your company location or from at home with the internet.

### Central

Each and every coder accesses online the same data pool. The complicated and time consuming comparison of double collected or diverse coded data is no longer a matter.

### Calculable

You only pay for actually utilized services which means coded verbatims. No maintenance expenses are incurred for technical infrastructure and ongoing fixed costs.

### Safe

Our servers are kept up to date and on a state of the art level. A powerful firewall and authentication procedures ensure that every customer has only access to his own data. We back up your studies regularly and they can be restored any time on your demand.