

# VitalStatistix

## Detailed Information Sheet

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## VitalStatistix – Executive Summary

VitalStatistix is a generic tool for

- Creating a wide range of forms,
- Collecting and collating the information that is gathered through these forms,
- Analyzing the information and
- Creating presentations based on the analyses.

A form designed in VitalStatistix can be printed, and / or deployed via email and/or published on the web, on the Internet or your intranet.

Email deployment can be scheduled, in a variety of ways. For instance, you can schedule a feedback form to be sent to specific people, like your branch offices, every Monday, to gather information on the week's account receivables. Or you can schedule a feedback form to be mailed to customers from a particular area four days after a new service has been introduced to them...the possibilities are limited only by your needs.

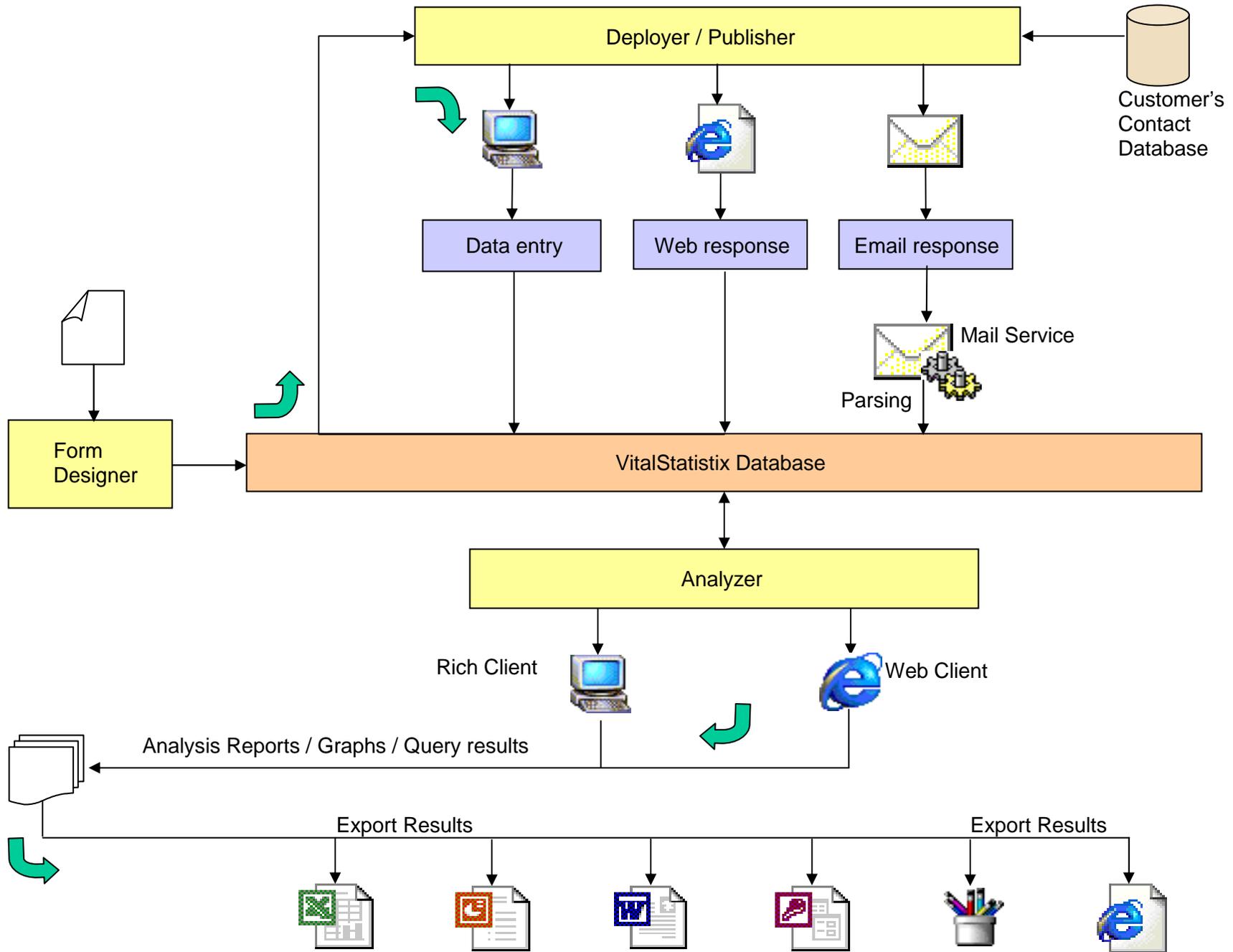
When a form is printed and distributed, responses/answers to the questions can be entered manually in VitalStatistix and then made available for analysis. When a questionnaire is sent by email or published on the web or intranet, responses/ answers are directly fed into VitalStatistix and made available for analysis.

Summary reports and some other kinds of reports can be generated on the responses to your questionnaire. The data can also be analyzed using several standard statistical functions. Certain advanced statistical options-- cross-tabulation, regression analysis and frequency distribution -- are also provided.

An added advantage is that - analysis can be done either using the installed VB client or it can also be done remotely using the web browser. If you use the web client for doing the analysis, you don't need to do any installation on the computers of the users who would be doing the analysis.

Even as you are doing the analysis, you can export the results to Microsoft PowerPoint, Microsoft Excel, Microsoft Word, Microsoft Access, HTML, Bitmaps and several other formats.

These powerful and extensive features make VitalStatistix a highly useful tool for a variety of applications.



## VitalStatistix – Applications

VitalStatistix's powerful and extensive features make it a highly useful tool for a variety of applications:

- You can use it as a *Survey Tool* to conduct and analyze online or offline market surveys or product surveys.
- You can use it as a *Feedback Tool* to conduct and analyze customer satisfaction surveys or to collect information on a regular basis from your dealers
- You can use it as a *Decision Support Tool* to analyze the defective parts from break-down requests / service requests to find out which parts are giving most problems and decide to replace those with other.
- You can use it as an *HR Tool* to conduct and analyze employee-related surveys within your organization.
- It can be used as a *Consolidation Tool* by sending out Trial Balance forms to all your branch offices at the end of each month. On receipt of response from each of the branches, not only is the consolidation automatically done, you can even analyze the different expenses for different branches!!
- You can use it as an *Audience Response Tool* to conduct and analyze a survey on the most liked sections of your website, with fields for viewers' comments and suggestions—more useful than relying on statistics of 'hits'
- You can use it as a *Monitoring Tool*, to receive product-wise, area-wise, dealer-wise sales of products / product groups every day by scheduling a questionnaire to be mailed every day to your dealers.
- You can use it as a *Costing Tool*, to consolidate the time-sheet information of all your employees working at different locations around the world. You can do this, for instance, by scheduling a time sheet form to be sent by email to each employee on Friday evening. The employee is required to enter the project/module s/he is working on, and the time spent. You can then configure VitalStatistix in such a way that on the following Monday, you get a consolidated analysis - both textual and graphical - about the time spent on each module, in each project and also by each person. These details will enable you to bill clients on a person-hour basis easily and accurately.
- You can use it as a *Telephonic Survey Tool*, to conduct surveys via the phone. The operators can feed in responses to VitalStatistix, which will then be immediately available for analysis. VitalStatistix provides a Single question mode of entering responses to a questionnaire that is especially suited for this purpose.
- You can use it as a *Poll Tool* to conduct and analyze opinion polls.

The above are just some of the wide range of possibilities. In short, the possibilities are enormous. As we always say, it is much more than any run-of-the-mill feedback analysis tool and only requires imagination to think of more applications.

## VitalStatistix – Comparison with competing products

There *are* other products available in the market for doing statistical analysis. VitalStatistix definitely has an edge over these products because of its rich features and user friendliness. Here are some examples of why VitalStatistix rates better than the other products...

- Most of the other available analysis products use a spreadsheet like interface for entering the collected data. This is cumbersome and time consuming, since the form looks different from the way in which the data is entered – thus making it prone to mistakes. In contrast, VitalStatistix shows you the form itself and you enter the data EXACTLY as you see it in the form.
- Most of the competing products do not have a form generator. The forms have to be manually designed and only way of collecting data is by data entry into a spreadsheet. VitalStatistix not only allows you to enter data into the form itself, but also allows you to deploy this form on the web or by email. The data that is entered into the form through the web is directly collected into the database. In case of an email response, the data is parsed by the program and directly put into the database – thus avoiding data entry or human intervention completely!
- You can also set reminders in VitalStatistix. In case you have sent a form by email and you want to send a reminder to the respondent after two days (in case s/he doesn't reply), it can be scheduled accordingly. VitalStatistix will send the reminder to the respondents in case they don't respond within two days.
- VitalStatistix allows you to create a library of your own fields / questions. Once a field or a question is designed, it is not required to be designed ever after. You can directly get these fields / questions from the library and place them on a form. Thus, your library and the product get richer as you keep using it!
- You can connect each form to a different database in your organization thus allowing you to make queries on that database to find the exact target audience for getting the information needed.
- You can design analysis templates in advance, so that when the data actually starts pouring in, you can start analyzing the data immediately!
- It allows export to almost all the formats you need – MS PowerPoint, MS Excel, MS Word, HTML, MS Access, CSV files etc. In fact, once you export to MS Excel or CSV formats, you can also import the data into other statistical products like SPSS!
- The most important point to note is – you don't need to be a statistician to use VitalStatistix. The user interface is extremely simple and intuitive. You can start using the product within 2 hours of installing it!

These and many more such features make VitalStatistix stand out above the rest of the crowd.

**A letter from Compaq Computer Corporation, USA**

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[www.compaq.com](http://www.compaq.com)

Soft Corner  
5th Floor, Shree Niketan  
Sheelavihar Colony  
Off Karve Road  
Pune - 411 038. India.

Dear Arun:

I want to take this opportunity to thank you for the excellent support you have given us in the use of your automated survey software, VitalStatistix. We have some very satisfied customers using this valuable tool and I want to tell you about a rather unique way that we used it recently.

We had a large planning meeting with approximately twenty five attendees from around the world that lasted one week. I wanted a way to get some feedback on perspectives on the effectiveness of the meeting. I decided to do an anonymous survey with about ten questions. On the last day of the meeting, I had the attendees take the survey from their laptops just before our lunch break. Over the course of lunch, I analyzed the responses and prepared a quick Powerpoint presentation and then presented the results immediately after lunch.

This was a room full of IT Professionals with many years of industry experience and each and every one of them was favorably impressed and wanted to know how I was able to do this so fast. This is a testament to the quality and usefulness of VitalStatistix.

I hope the new year continues to bring you much success and again my thanks to you and your team for an excellent product.

Sincerely,

Frank Nobrega

Software Engineering Manager

**COMPAQ**

## VitalStatistix – Features

VitalStatistix is a feedback collection and analysis tool. The main features are...

### 1. Designing the feedback form

- VitalStatistix categorizes questions in 8 different types. You can design a form, as you would like it to finally appear using the ‘Designer’. Each question / prompt has properties that can be set at design time. These properties determine the behavior of the question or the type of information that can be stored in it. This user friendly designer can be configured to set default properties for all the types of questions
- Question table type of question allows very easy definition of rating tables
- You can also add plain text, pictures, lines and boxes on the questionnaire
- You can include commonly required questions in a library, whereby you can select these questions just by pointing and clicking.
- You can also copy questions across questionnaires, saving a lot of designing time.
- Several validation checks can be imposed on the answers that are being accepted at the time of data collection (e.g. Range checks for numeric fields, date validation etc.)
- With every question, a ‘comment’ field can also be defined if you feel that there is a need for elaboration.

### 2. Deploying the questionnaire

- VitalStatistix allows you to deploy the questionnaires in three different ways.
  - You can print the questionnaire and conduct a conventional survey
  - A service (program) running on the server can email the questionnaire to selected contacts for conducting an electronic survey. A personalized cover letter can also be attached at the head of this questionnaire by merging the names of the contacts (using standard place-holders)
  - Or better still, you can publish the questionnaire on the World Wide Web to conduct a net survey
- You do the designing of the questionnaire only once and all the formats are automatically generated

### 3. Collection of data

- The data collection again, can be done in all the three modes.
  - A data entry module allows you to either enter the responses from a printed questionnaire (in the same format as the printed questionnaire) or you can choose the single question mode to take telephonic surveys (so that you can concentrate on one question at a time)

- A mail service (program) running on the server receives all the responses received in email format, parses them and puts the answers directly into the database (Validation checks defined at the time of designing are applied on the received answers and accordingly marked out)
- The responses from the web are directly entered into the database on the server (Validation checks defined at the time of designing are enforced on the user and only validated data is accepted)
- A separate module allows you to view erroneous responses (that are received through email) and take corrective action, wherever possible

#### 4. Analyzing the results

- The responses are all stored in the database for further analysis
- Standard statistical functions are available for more commonly used analyses (like Variance, Standard Deviation, Mean, Mode, Median etc.)
- Cross Tabulation allows you to cross different attributes against each other to see how they relate to each other
- Correlation analysis allows you to determine whether two attributes are correlated. Additional tests like  $\chi^2$  test are available for further qualitative tests.
- Graphs can be viewed for the cross tabulations and frequency analysis
- The cross tabulation results can be exported in standard formats like XLS, CSV and MDB
- Regression allows you to also extrapolate results by relating one independent and one dependent variable.

#### 5. Analyzing on the web

- You can do all the analysis mentioned above using a web browser also. This means you don't need to install anything on the remote computer from where you want to do analysis.
- You can also define templates for analysis. You can define the template in advance – and as the data comes in, you can immediately start the analysis.

#### 6. Integration with a contacts database

- VitalStatistix has been integrated with Clarify for Compaq Computer Corporation (The standard version of VitalStatistix comes with a standard contacts module and scheduling of mails is done using this standard contact table). With little effort, VitalStatistix can be made to work along with any standard Relational database for scheduling mails.
- You need to choose the tables from your database which are required for building the selection criteria for choosing the recipients of the survey
- After choosing the tables, you need to define once, the way these tables are joined

- You can now create selection criteria using fields from one or more of the chosen tables. The system will generate the SQL for the selection criteria
- An Exclusion criteria window allows exclusion of records (from the selected set of records) based on conditions defined by you. You can also put in a condition that if a questionnaire has been sent to a contact in the last  $n$  days, then it should not be sent again within that period
- The selection criteria thus defined can be saved for future use
- The email\_id will be picked up from the table\_contact table
- A schedule can be defined for a questionnaire in three ways...
  - On demand
  - On a specific date
  - Or Recurring
    - Daily schedule allows you to schedule a questionnaire for every  $n^{\text{th}}$  day
    - Weekly schedule allows you to schedule a questionnaire for chosen days of the week for every  $n^{\text{th}}$  week
    - Monthly schedule allows you to schedule a questionnaire on a specific day / weekday of every  $n^{\text{th}}$  month
- A Mail service sits on the server. This server keeps looking for schedules, which have matured. On maturity of a schedule, the appropriate questionnaire is sent to the selection (which is done at the time of sending)
- The service also keeps looking for the reply mails of the questionnaires. As soon as a reply mail is received, this service parses the response. All the answers are retrieved from the mail and posted into the database (after validation)
- You can also choose to select a percentage of records from the selection for sending out the questionnaire. The records are chosen by a random number generation algorithm

## 7. Reports / Export

- Several reports are available giving you useful information from the responses like 'The Summarized Information' gives you the collective ratings of a group as compared to the entire population
- The 'Comments Report' allows you to view all the comments containing key words given by you
- The email responses can be checked to find out those who did not reply so that you can send appropriate reminders.
- The analyses and many reports can be exported in several formats like MS Excel, MS PowerPoint, MS Word, HTML, and CSV etc.

 **Hardware / Software Requirements****Platform**Server

Any Windows Server.

Client

For the rich client, any windows client. For the thin client, any computer running Internet Explorer.

Database

MS SQL Server / Oracle

Web Server

MS IIS 7.0 or above

**Skills required by the Installer-cum-administrator**

MS Windows server administration, Mail Server Administration, connectivity information for SQL Server / Oracle

**Skills required by the Designer / Analyzer**

Using any standard MS Windows software

**Skills required by the Respondent**

Normal usage of a computer / mail system

 **Soft Corner****About Soft Corner**

Soft Corner is a privately owned company incorporated in 1996. It is founded by professionals who are qualified in Information Technology. The founders have a combined experience in software development of more than fifty five person years.

**Our Mission**

To deliver good quality, robust, bug-free software to our clients

To employ cutting-edge technology to keep our clients (and ourselves) from becoming obsolete

To develop innovative easy-to-use solutions for the most difficult of problems. We strongly believe that whatever be the problem, the solution should be simple.

**Our Capital**

Our capital is our pool of computer professionals. Creativity, innovation and a penchant for technical challenges are the binding forces of our team. That is surely the reason why we have an impressive client list from Asia, Europe and the USA

**Partial List of Clients / End-customers (listed alphabetically)****In India...**

- Aarem Electronics, Pune, India
- Alfa Laval (India) Limited, Pune, India
- Birla AT&T Communications, Pune, India
- Black & Decker Bajaj Limited, Chakan, India
- IBM Global Services, Pune, India
- MICO Ltd., Nashik, India
- Philips (India) Limited, Pune, India
- Tata Consultancy Services, Pune, India
- Tetra Pak Converting Limited, Takwe, India
- Thermax Ltd., Pune, India

**In Europe and USA...**

- Alfa Laval Automation, Malmö, Sweden
- Alfa Laval Spiral snc, Nevers, France
- Alfa Laval Thermal AB, Lund, Sweden
- Compaq Computer Corporation (Now HP), Massachusetts, USA
- DataGenius, San Ramon, CA, USA
- Lucent Technologies, New Jersey, USA
- Malmö University, Malmö, Sweden
- NuVista Strategies Inc., Los Altos, CA, USA
- PAT Management AB, Lund, Sweden
- Skånska Flödesplanerarna, Lund, Sweden
- Wyrnet Inc., California, USA