



Sawtooth Software

The survey software of choice

SSI Web 9 Product Tour

Agenda

- ▶ v9 Updates
- ▶ Preparing for v9

v9 Updates

v9 Overview

- ▶ Sawtooth Software Account
- ▶ Integrated Market Simulator
- ▶ Drag and Drop
- ▶ Other Updates
- ▶ CAPI – Data collection on devices without an internet connection

Sawtooth Software Account

- ▶ SSI Web will now require that you have a new Sawtooth Software account.
- ▶ The Sawtooth Software Account will keep track of everything that you are licensed to use.
- ▶ You will no longer need to worry about license files etc. After signing in with your Sawtooth Software account SSI Web will update your system with all of your subscriptions and licenses etc.
- ▶ Administrators will be able to manage other users on the subscription.
- ▶ Email preferences can be managed with the Sawtooth Software Account.
- ▶ Eventually the Sawtooth Software Account will be used in our hosting system (coming soon).
- ▶ SSI Web will stay signed in for up to 60 days, after that you will need to sign in again.
- ▶ DEMO

Integrated Market Simulator

- ▶ Integrated within SSI Web v9
- ▶ New functionality
 - Visualization of shares & utilities
 - Analysis options including Product Availability, Product Awareness, and Top N for Share of Preference
- ▶ Client Options
 - Upload to Online Simulator
 - Create branded package with permissions
 - Create Excel-based simulator

Market Simulator Pricing

- ▶ Suite subscriptions now come with Client Conjoint Simulator (CCS) and the Advanced Simulation Module (ASM)
- ▶ Individual component subscriptions now come with CCS
 - Add ASM to your component subscription for just \$1,000 annually (previously \$2,000 annually)
 - The ASM for the New Market Simulator will ship late 2016
- ▶ No longer need to purchase individual CCS or ASM licenses for your client
- ▶ Note - Academic Subscriptions do not have the ability to create CCS packages and do not include ASM

Drag and Drop

- ▶ The ability to “drag and drop” has been added to the Ranking question.
- ▶ Three different formats:
 - Drag to Container
 - Sort Vertically
 - Sort Horizontally
- ▶ Demo

Preview with JavaScript

- ▶ JavaScript now runs when you preview a question.
 - Checkboxes check, constant sum works, etc.
 - Allows you to more easily test custom JavaScript.

- ▶ Demo

Time

- ▶ SSI Web now detects your time zone (during survey creation) and records all data records with this time zone.
- ▶ You can change the time zone under Survey Settings, General Settings.
- ▶ Many people are now using the data file downloaded from the Admin Module without going into SSI Web.
 - Data file now contains human readable start and end times.
 - Survey elapsed time is also available.
- ▶ Updated Admin Module look.
 - Responsive design (mobile compatible)

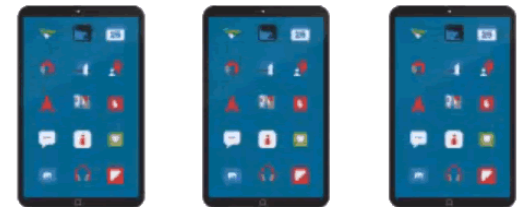
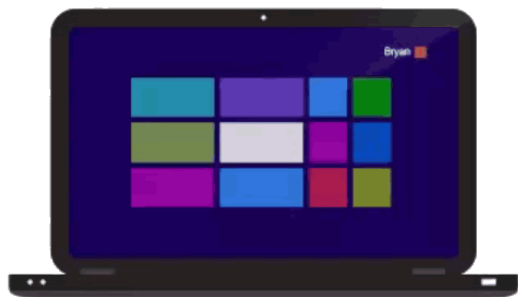
Additional Updates

- ▶ Database tables (MySQL only) have been updated to be more efficient (MyISAM to InnoDB).
- ▶ SSI Web authoring should be more snappy. We have optimized the response time of the authoring interface (screens will open and close quicker).
- ▶ Backwards compatible. You can upload a v9 survey to an existing v8 survey and it will automatically update. From here on out we will be backwards compatible on the server.
- ▶ Small HTML updates. Less HTML tables. DocType is now HTML5.
- ▶ New beautiful “Apollo” style.

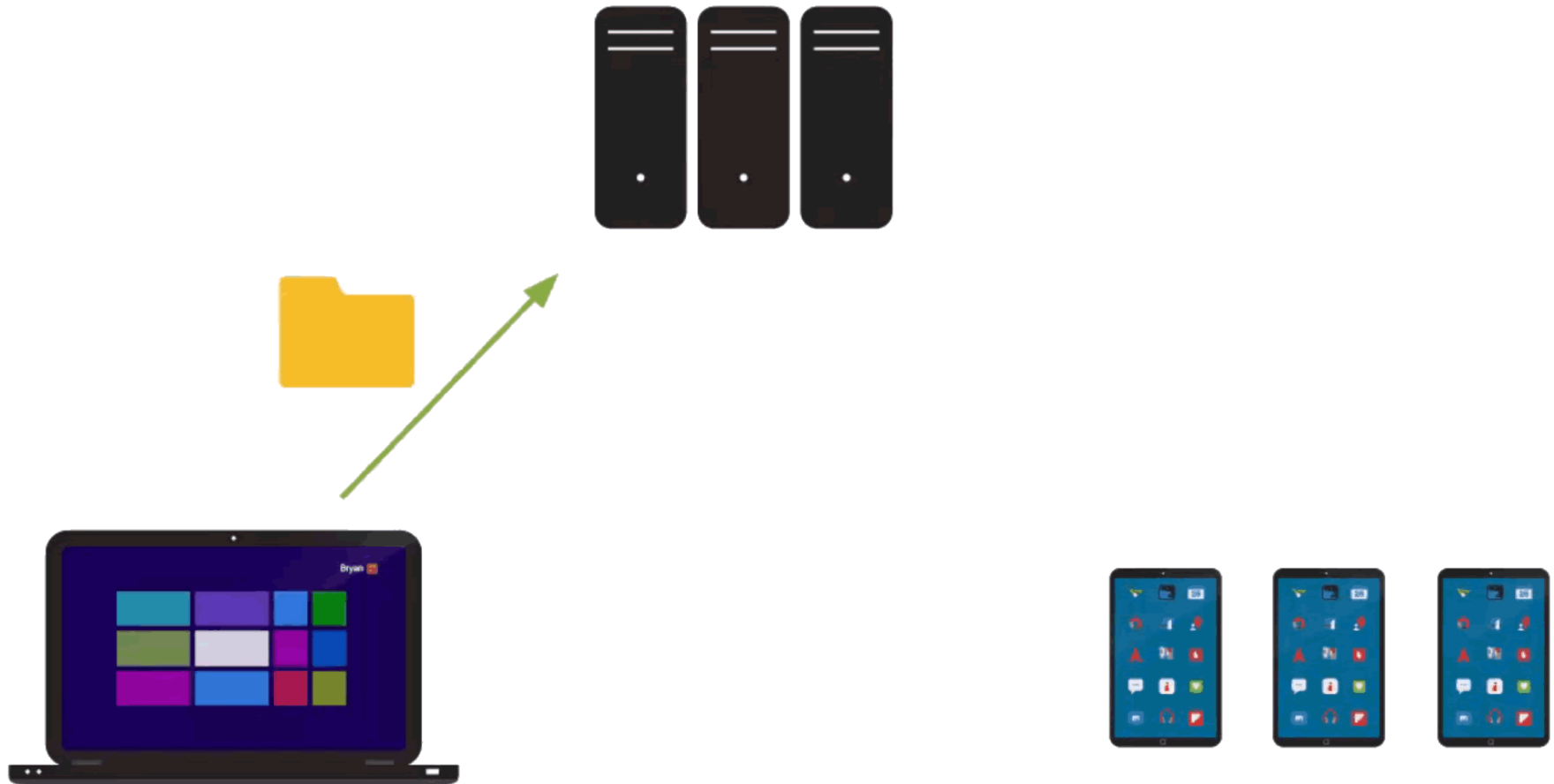
CAPI Update

- ▶ Our CAPI system allows you to collect survey data on devices without an internet connection.
- ▶ Our new CAPI system:
 - Runs on Android (Android 4.2 and newer)
 - Runs on Windows computers (as before)
 - Efficient method for distributing surveys and collecting data
 - Both CAPI and web data collection to the same survey
 - New simple interface
 - Less mistakes by interviewer
 - Data is not handled by interviewer
 - Huge improvements over v8 CAPI

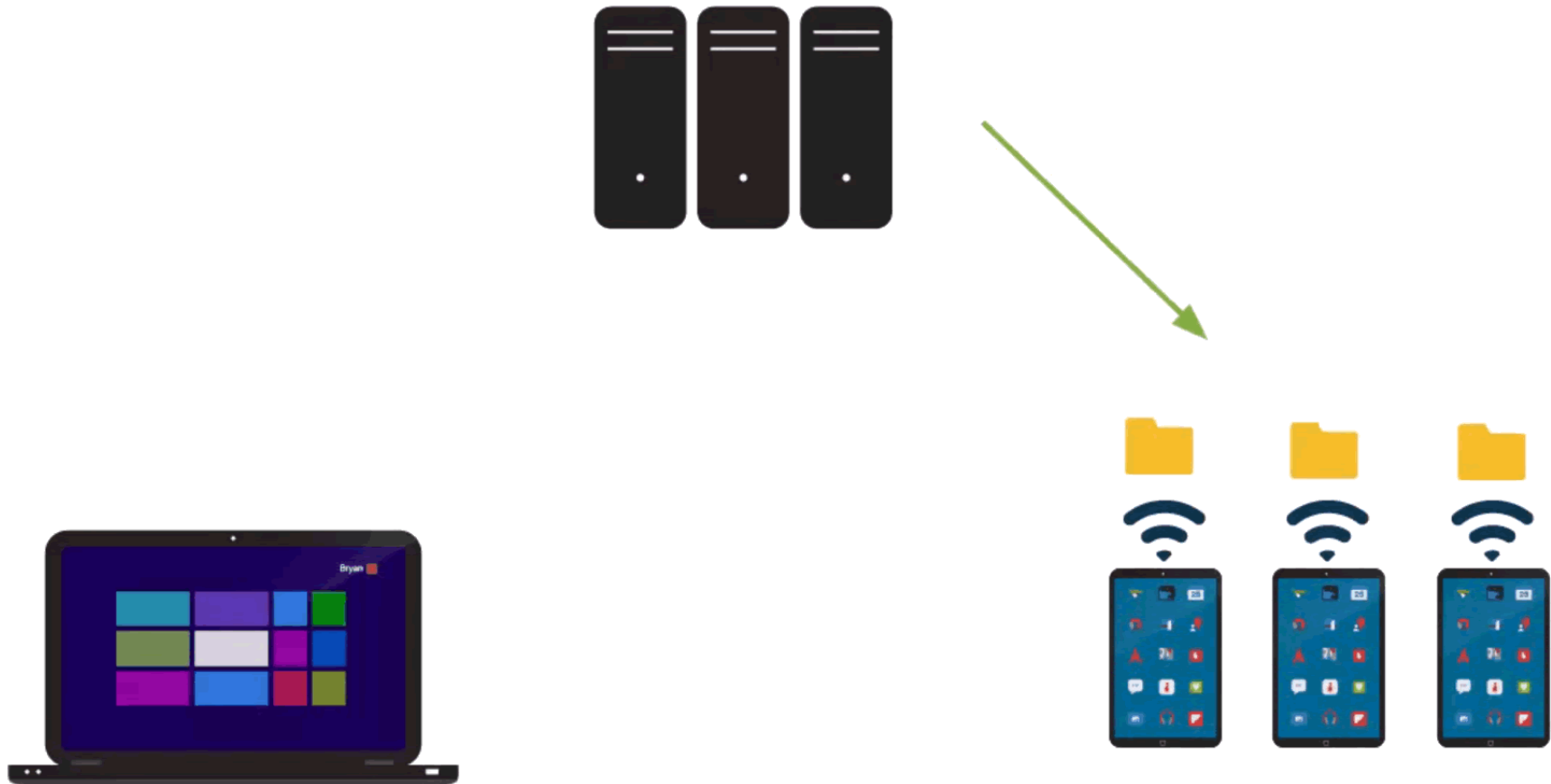
CAPI – Create Survey



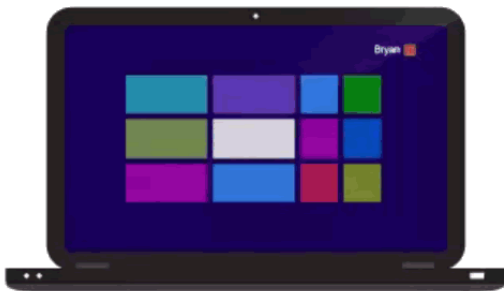
CAPI – Upload to Server



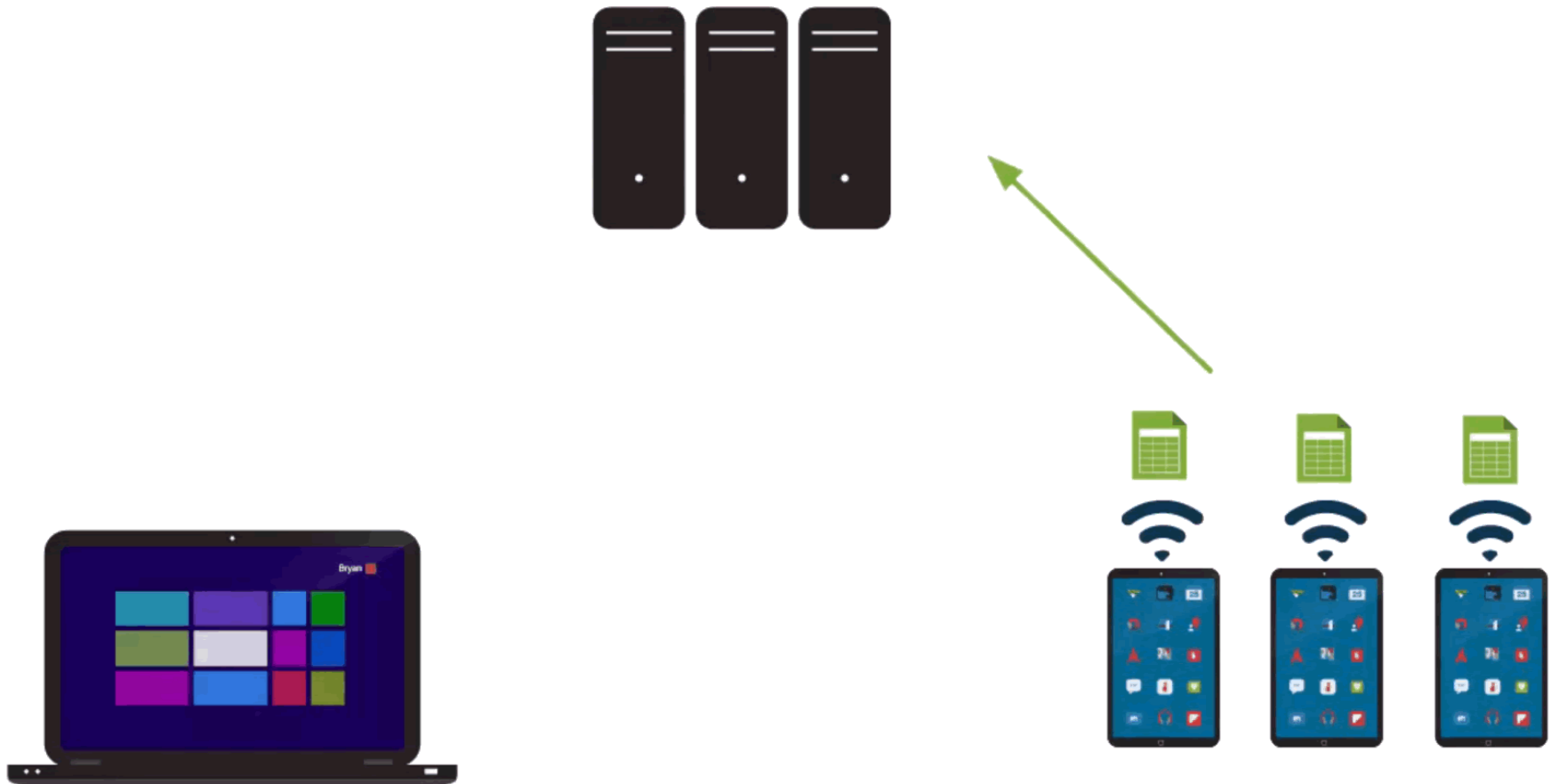
CAPI – Download Survey to Devices



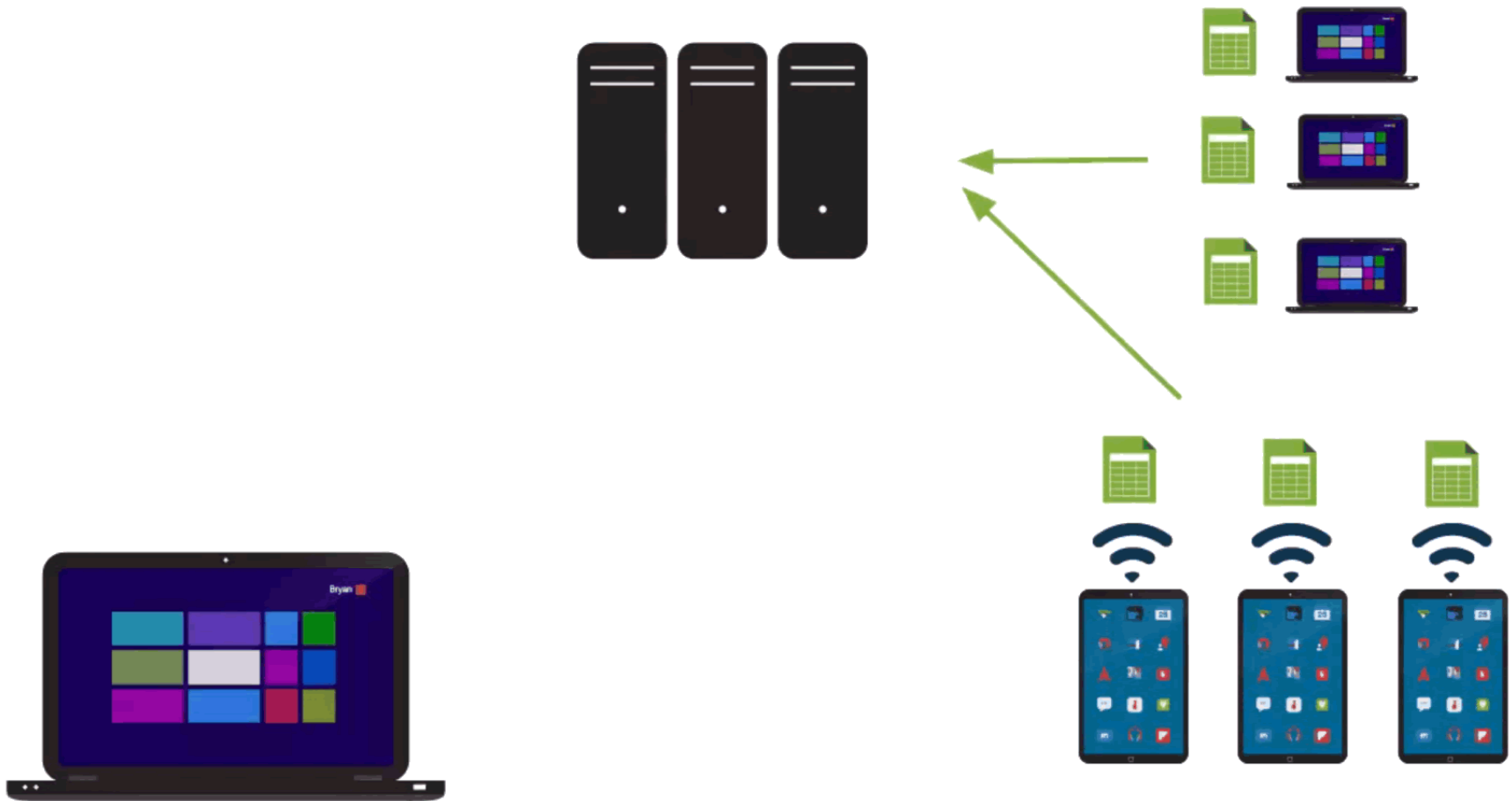
CAPI – Devices Collect Data without Internet



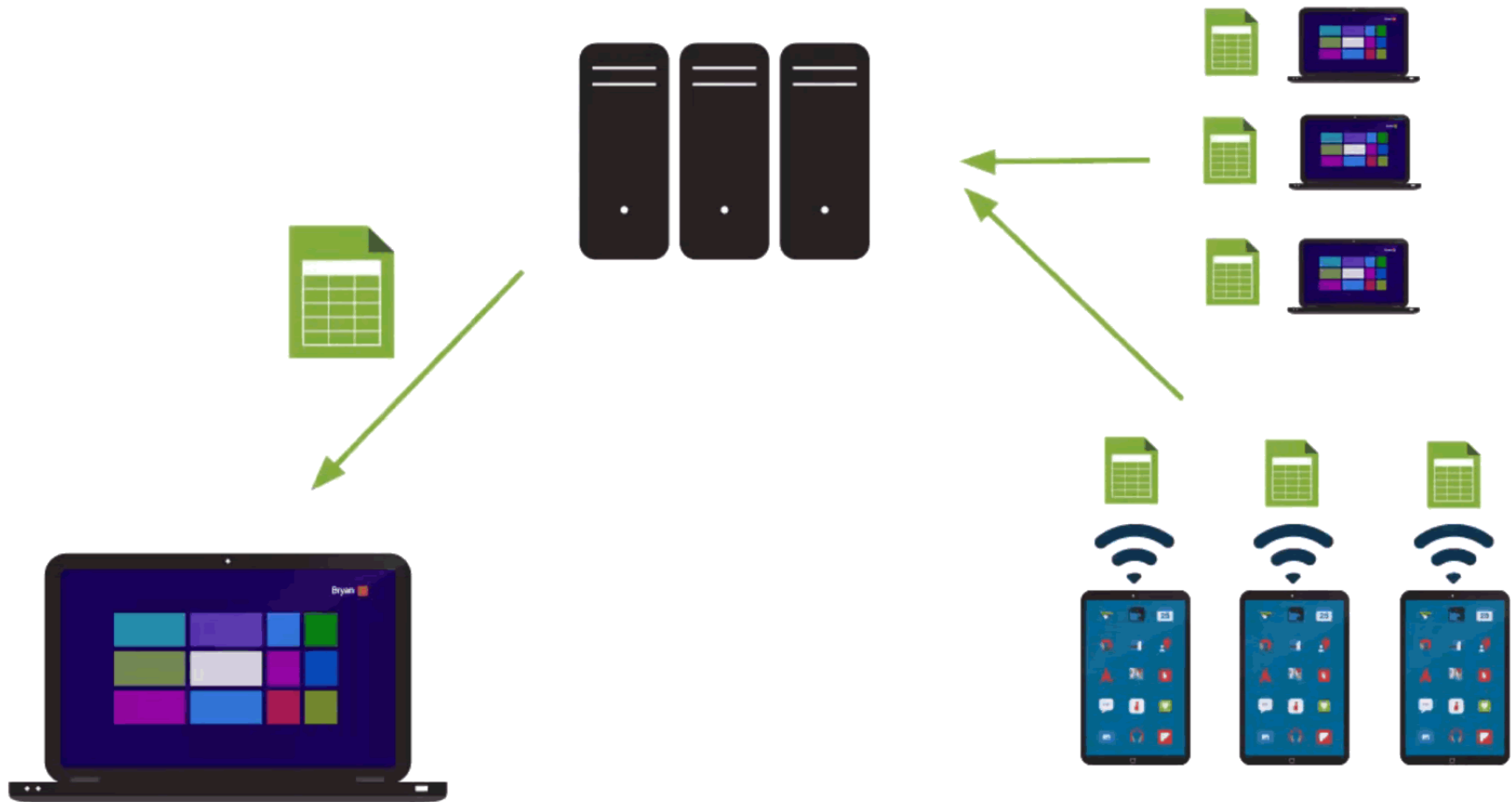
CAPI – Devices Upload Data



CAPI – Web Data



CAPI – All Data Downloads for Analysis



CAPI Demo

► Demo

- Upload survey
- Install CAPI app on Android device
- Enter hosting project link
 - All surveys from that project are loaded
- Take survey offline
- When there is an internet connection CAPI device will automatically communicate with the server
 - Download or update any surveys
 - Upload data
 - Auto mode can be turned off and saving/updating can be done manually

CAPI Update

- ▶ SSI Web v9 no longer creates *.capi files. Simply create your survey and upload it to the web server.
 - Currently hosting with us is required (we might allow hosting on your own in the future)
- ▶ The Android devices run the exact same web survey that regular web respondents see.
 - Offline survey is exactly the same
 - Custom JavaScript and Perl run etc.

Future CAPI Feature Ideas

- ▶ Record GPS position
- ▶ Video from Camera
- ▶ Audio from Microphone
- ▶ Allow hosting on client web servers

CAPI Availability

- ▶ New CAPI system has been in beta for over 6 months.
 - 1000's of devices have taken surveys
- ▶ May not ship with v9 (could be released shortly after).
- ▶ Contact us to be on the beta list and to be notified as soon as it is released.

Preparing for v9

General Information

- ▶ No longer supports Windows XP
- ▶ Perl 5.14.2 or later is required on your web server for those who are self hosting

Updating to an Annual Subscription

- ▶ Already a subscription holder?
 - Updating to v9 is automatic and FREE
 - Watch for the release email and download from our website

- ▶ Still have perpetual licenses?
 - Receive a 40% grandfather discount when you convert to our annual subscription services – but hurry, this offer expires Dec 31st!
 - Annual subscriptions come with FREE HOSTING
 - ★ Webinar Special – 13 months for the price of 12!
 - Receive a 30% discount on subsequent subscriptions if the renewal payment is received before the anniversary of the annual contract

Component Annual Subscriptions	Size	1 Person	40% Off
<u>MaxDiff 30</u> (for up to 30 items)	30 items	\$1,500	\$900
<u>MaxDiff 500</u> (for up to 500 items)	500 items	\$2,250	\$1,350
<u>Discover</u> For simplified CBC and simplified general interview surveys	8 attributes, 15 levels per attribute	\$3,000	\$1,800
<u>CBC (Choice-Based Conjoint)</u> Includes CBC/HB and CBC Latent Class	10 attributes	\$5,500	\$3,300
<u>CBC ADM (CBC + Advanced Design Module)</u>	250 attributes	\$7,000	\$4,200
<u>ACBC (Adaptive CBC)</u>	100 attributes	\$7,500	\$4,500
<u>MBC (Menu-Based Choice)</u>	1000 attributes	\$6,000	\$3,600
<u>ACA 10 (Adaptive Conjoint Analysis, 10 attributes)</u>	10 attributes	\$2,000	\$1,200
<u>ACA 30 (Adaptive Conjoint Analysis, 30 attributes)</u>	30 attributes	\$4,000	\$2,400
<u>CVA (Conjoint Value Analysis)</u>	30 attributes	\$2,000	\$1,200

- ▶ All of our software is sold as a 12-month subscription. Free technical support, maintenance, online hosting for data collection, and upgrades are included.
- ▶ Each component license comes with an SSI Web 50 license for general interviewing and the conjoint components come with our new market simulator.
- ▶ If after the first contract year, the renewal payment is received by Sawtooth Software on or before the anniversary of the annual contract, a 30% discount is granted on your Component Subscriptions.

Updating to a Suite Subscription

- ▶ Interested in an Annual *Suite* Subscription?
 - All of our products bundled into one low cost
 - FREE HOSTING & Suite-Holder Exclusive webinars (jQuery, HTML, MBC)
 - *Grandfather and Renewal clauses do not apply*

Suite Subscriptions

Suite Licenses – New 2016 Prices	1 Person	5 Person	10 Person
<u>Standard Suite</u> Includes all components except MBC	\$11,500 \$12,900	\$19,100 \$19,600	\$23,700 \$23,900
<u>Premium Suite</u> Includes Standard Suite and MBC	\$14,900 \$15,900	\$23,100 \$23,600	\$27,700 \$27,900
<u>Premium Suite Plus</u> Includes Premium Suite, five hours of free consulting, and 15% off workshops and conferences	\$15,900 \$16,900	\$24,600 \$25,100	\$29,700 \$29,900

- In addition to free technical support, maintenance, online hosting for data collection, and free upgrades, the Standard Suite offers the following:

- CBC ADM
- Discover
- CBC/HB
- CCEA
- Advanced Simulation Module
- ACBC
- SSI Web Unlimited
- CBC/Latent Class
- HB-Reg
- ACA 30
- MaxDiff 500
- ACA/HB
- SMRT
- Online Market Simulator
- CVA
- MaxDiffAnalyzer.com
- CVA/HB

Academic Subscriptions

- ▶ If you are an educational institution, you may qualify for an Academic Subscription, for non-commercial use, that covers up to 50 students and comes with free hosting, tech support and upgrades.

	Academic Lab License	Academic Research License
Target Use	Classroom instruction / coursework, field studies	Faculty and students involved in research & publication
Hosting	250 completed respondents per survey	Unlimited respondents per survey
Cost	\$1,000 per year	\$3,000 per year

- CBC ADM
- ACBC
- ACA 30
- CVA

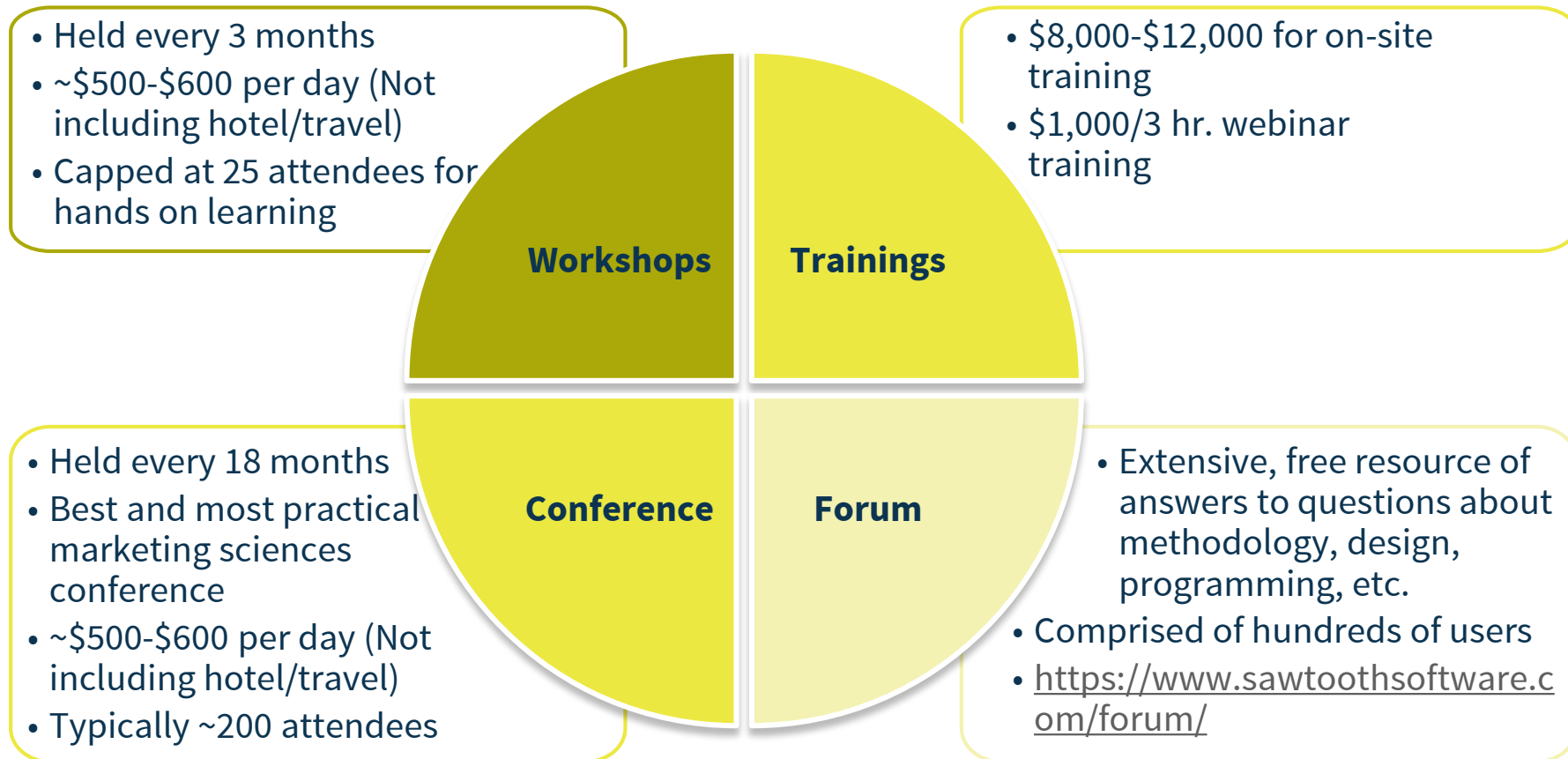
- Discover
- MaxDiff 500
- MaxDiffAnalyzer.com
- CCEA

- MBC*
- HB-Reg*
- ASM*

**Research License Only*

Workshops, Trainings, Forum and Conference

- ▶ In addition to free tech support and extensive manuals, our users will have access to many additional resources.



Sawtooth Analytics

- ▶ Team of marketing scientists specializing in discrete choice modeling, conjoint analysis, clustering/segmentation.



Bryan Orme
President



Keith Chrzan
SVP, Sawtooth Analytics



Aaron Hill
VP, Client Services



Megan Peitz
Ingenuity Ambassador



\$400/hr. for consulting

Can also provide costs for entire project based on research needs
analytics@sawtoothsoftware.com



Sawtooth Software

The survey software of choice

Need a quote? Email
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