

New approach to data capture smashes traditional survey turn-around times

Submitted by: Write Angle Communications

Tuesday, 22 July 2003

Businesses that rely heavily on customer feedback and public opinion can shave weeks off the conventional survey cycle it was claimed today. Database specialists Data Liberation made the claim at the launch of Beyond Question, a fully featured forms management software solution for market research and application forms processing. Beyond Question simplifies document creation and automates the data capture process for paper-based surveys and business forms. This fresh approach dramatically improves turn around times compared to more traditional methods involving specialist designers and multiple software packages.

At the heart of the solution is a powerful database management application that controls scanning and captures data automatically.

Another feature of Beyond Question is that it uses Microsoft Excel for designing the forms. This has two main advantages. First, forms may be created more quickly since they can now be designed by marketing professionals themselves rather than farming the work out to busy graphics design departments. Second, there are substantial cost savings in producing forms in this way. For example, forms no longer have to be printed in bulk, opening up the real possibility of printing on demand. For those jobs that are really small it is even possible to produce the document on your desktop printer and photocopied images may also be used without effecting the scanning/recognition process.

“We like to think of Beyond Question as a revelation rather than a revolution,” quips Chris Morgan, managing director of Data Liberation. “By combining our expertise in database management at the back end with the familiarity of Excel at the front end we can reduce the time from initial form design to data capture ready for analysis down to a matter of hours, if not minutes.”

Beyond Question is available in a number of pricing formats to suit a variety of business needs:

Beyond Question Lite/ASP Service - prices individually quoted

Beyond Question Desktop - £5,000 (plus cost per form image)

Beyond Question Enterprise - £120,000 (unlimited usage)

Data Liberation expects its ASP pay-as-you-go pricing model to prove particularly attractive to the small- to medium-sized enterprise (SME) sector.

At the desktop and enterprise level, Morgan points out: “Most competitive solutions are based on a characters per second pricing structure. Quite often this means people will pay a rate that covers peak activity levels. This means a lot of the time they are stuck with paying for a higher level than they actually need.”

About Data Liberation

Founded in 1995, Data Liberation is a specialist database consultancy, which combines the expertise of both marketing and IT professionals. Data Liberation provides expertise in innovative database design, implementation and management. The company's aim is to provide database and software solutions that can be used without adding to the central IT remit.

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