



RONIN IT Decision-Maker Panel

Nearly all of the IT decision-maker panels in use today were recruited from consumer panels and these panels rely on consumers' self-reported job titles and decision-making responsibility. Studies have shown that these panels are subject to bias and fraud, producing findings that can be quite different from those achieved by traditional phone interviewing.

The RONIN Panel takes an entirely different approach. Our Panel was developed by phone by talking to respondents at their place of work. Our clients can feel confident that the quality of their Web studies is as high as that of a more costly phone interview. And with over 500,000 panelists, it is one of the largest panels available.

The Panel has been used for major studies since 2002

RONIN has been successfully using a panel of IT Decision-Makers for Web surveys since 2002. Currently it is the largest available worldwide and has significant advantages over other panels in the marketplace. RONIN's Panel is the basis for major programs including tracking and ad-hoc studies.

It was created by phone from D&B lists

Most B2B panels are developed inexpensively from individuals recruited on Web sites. These are usually representative of consumer populations and can include enormous bias that impedes serious analytics.

The RONIN Panel was recruited by telephone from our Global Call Center using D&B sample. As such, it is representative of the total business marketplace, and the IT decision-makers have been screened by qualified IT-experienced telephone interviewers. We have actively sought out these decision-makers, screening in through company switchboards. Nearly all panelists have undertaken surveys with us.

Based on DUNS Number, we have information on:

- "Global enterprise" (also know as "Ultimate Parent") - e.g., Ford Motor Corporation – this includes all companies, subsidiaries, sites etc.
- "Company within country" – e.g., Ford Germany – this includes all subsidiaries and sites in a country.
- "Establishment" – e.g., Ford's main showroom in Frankfurt – this is a single site or establishment which is geographically separated from other sites of the company. Very large companies can have hundreds of sites, each of which has fewer than 20 employees.

The Panel is coded with DUNS numbers for detailed and reliable demographics

The profile of these panelists is comparable to the D&B universe in terms of distribution by:

- Industry
- Company size (no. of employees)
- Company revenue

The Panel is global

While other countries are covered, its greatest strength is in:

- US
- Canada
- France
- Germany
- Italy
- Spain
- UK
- Japan
- China
- Australia

With the IT industry's current focus on growth markets, we are actively expanding the panel to include these countries. With our "hot transfer" capability we have the unique and proven ability to convert respondents recruited by phone to Web studies while our interviewers stay on the phone with them. Through this approach we also empanel them for future Web studies.

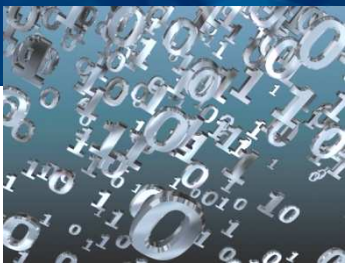
Our integrated phone capability means that quotas are always met

RONIN's "Plan B" approach is used to recruit additional panelists by phone to fill quotas in Web studies. Because of our integrated software, CATI-recruit-to-Web approach, and integrated operation, this process is straight forward and cost and time effective. Further, with 35% of IT decision makers changing jobs each year, it is critically important to continually update and refresh the panel – which is done by phone.

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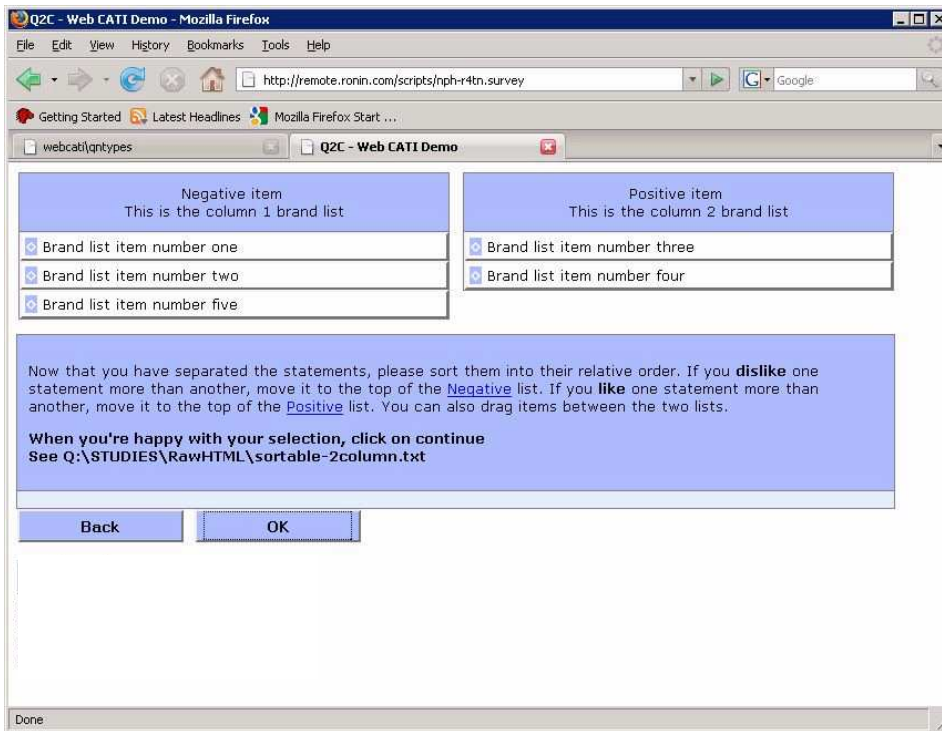


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Graphical question types create more engaging surveys

In keeping with RONIN's strategy of operating at the leading edge of technology, we have expanded our interviewing software, **Results for Research®**, to support a wide array of "new" question types. About a dozen of these types of questions are currently available. The result is more interesting surveys for our panelists.

The question shown combines a grouping and a ranking question into one. The respondent is asked first to drag each statement in a randomized list into one of two groups. Once all statements have been grouped, the question text alters dynamically asking the respondent to rank each of the two groups into the preferred order.



Seven ways the IT Decision-Maker Panel is Different

1	Largest IT Panel worldwide with 500,000 members
2	Based on D&B sample, representative of the D&B universe and containing DUNS number and demographic data at a global, country and site level
3	Recruited by experienced telephone interviewers using time-tested screening techniques-most other B2B panels are recruited arbitrarily at Web sites
4	Can be "topped-up" by phone if quotas are not met – most other B2B panels do not have access to a facility like RONIN's Call Center
5	Global representation – most other B2B panels are heavily US focused
6	Nearly every panelist has undertaken at least one RONIN interview before joining the Panel – other B2B panels recruit from Web sites and panelists may never complete an interview
7	The panel includes both IT and LOB executives, all of whom are heavily involved making IT decisions



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