

MarketSight® is an enterprise data analysis and reporting platform that is available in a hosted environment or as an on premise installation (behind a corporate firewall). Both of these options offer security, scalability and performance that enable organizations to meet increasing business demands. MarketSight's architecture leverages Microsoft®.NET technologies, including ASP.NET. The server application runs on Windows® Server 2008/2008 R2/2012/2012R2 and SQL Server 2005/2008/2008 R2/2012. A high speed internet connection is recommended when accessing MarketSight. Users will also need Internet Explorer 9.0 or higher, Firefox 3.6.14+, Chrome, or Safari 5.0.



Performance & Scalability

MarketSight is a high performance web-based application built on a highly scalable technology platform that includes:

- Centralized design that allows users to securely access research data and analyses over an Internet connection from anywhere around the globe.
- Efficient data storage and processing structure that promotes collaboration with others by enabling multiple users to simultaneously access and analyze the same dataset and share results in real-time.
- Sophisticated data upload engine that identifies and flags invalid data while continuing to process remaining data so analysis of valid data can begin immediately.
- Asynchronous processing of tasks so you can continue working until the queued task is complete.
- Supports all leading data formats, including SPSS (.sav files), SAS, Triple-S, Excel and SurveyMonkey.
- Supports large datasets in the following configurations:
 - Hosted: Up to 500,000 respondents; 25,000 variables; and 400,000,000 data points
 - On Premises or Dedicated Hardware: up to 1,000,000 respondents; 30,000 variables; and 700,000,000 data points

Security & Protection

Network Security	<ul style="list-style-type: none"> ➤ MarketSight is hosted by INetU (www.inetu.com), a leader in managed hosting for 18 years. INetU is SOC 3 compliant, provides TRUSTe EU Safe Harbor services and is a member of the PCI Security Standards Council, providing a safe and secure environment for the hosted application and your data.
Authentication	<ul style="list-style-type: none"> ➤ ASP.NET Forms Authentication: Forms-based authentication is available for both hosted and on-premises deployments. Valid user name and password are required. Single sign-on capability can be implemented with the Enterprise edition.
Encryption	<ul style="list-style-type: none"> ➤ Entire sessions are encrypted for confidential communication and data exchange at all times
Access Control & Permissions	<ul style="list-style-type: none"> ➤ Granular user data access controls ➤ Multiple levels of permissions ➤ Authorization for both individual users and groups ➤ Enforced security in multiple technical architecture layers
Storage	<ul style="list-style-type: none"> ➤ Separate logical storage is provided for each customer ➤ All data is stored centrally ➤ No user data is stored in cookies ➤ Sensitive data (such as passwords) are stored encrypted

Customization

MarketSight provides a variety of customization options that enable companies to configure the solution's authentication system, the look and feel of the interface for company branding, terminology and instructional content to fit their business needs.

On Premises System Specifications

Customers may host the MarketSight solution themselves, at their own designated site, using their own hardware. Listed below is the minimum hardware configuration for this option. MarketSight IT would be happy to review and/or suggest requirements based on your company's anticipated usage.

User Authentication and Authorization	User authentication and authorization modes can be modified. System Administrators can: <ul style="list-style-type: none"> > Specify either Windows (on premises installation only) or forms-based authentication for a server > Control access to work outputs based on user permissions 	Client Software Requirements for On Premises	<ul style="list-style-type: none"> > Microsoft Windows 2000 or higher > Microsoft Office 2000 or higher > One of the following Web Browsers <ul style="list-style-type: none"> Internet Explorer 9.0 or higher Chrome Firefox 3.6.14 or higher Safari 5.0 or higher
Interface Design	Custom branding options for the MarketSight user interface include: <ul style="list-style-type: none"> > Overall look and feel of the application such as color, typography and table treatments > User interface imagery such as buttons, links and other graphics > Headers, footers and toolbars > Application name and logo 	Server Software Requirements for On Premises	<ul style="list-style-type: none"> > Windows Server 2008/2008 R2/2012/2012 R2 > IIS 7.0+ > SQL Server 2005/2008/2008 R2/2012 Standard
Application Content	Custom application content options include: <ul style="list-style-type: none"> > Application terminology > Export templates > User Assistance > Training and Getting Started documents 	Server Hardware Requirements for On Premises	Web Application Server <ul style="list-style-type: none"> > 4+ CPU cores recommended > 8+ GB RAM > Two 250+ GB drives, configured in RAID 1 > Backup Device > Ethernet and LAN/WAN connectivity
Internationalization	<ul style="list-style-type: none"> > The entire MarketSight application can be customized to support localized, foreign language versions. 		