



*FAST ACCESS TO MEANINGFUL DATA*

Toll-free: (877) 441-2057

<http://www.canmarktech.com>

# About Canmark Technologies



- Since 1993 Canmark Technologies has combined market research, programming, and technical expertise with thoughtful attention to client needs. Canmark's problem-solving orientation has earned the respect of business clients and market researchers across North America.

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- With an experienced staff of technical experts and project managers specializing in various fields of data capture and manipulation, programming and software development, web design and scripting, Canmark is able to leverage superior technology and know-how to support projects of all types and scope in the most cost-effective manner possible.

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- Areas of expertise include survey design and delivery, project and data management services, requirements gathering, data sampling, paper and web forms management, custom lasering and printing, distribution logistics, data processing, and custom programming for data conversion and cleansing, reporting and data analysis.

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- More about Canmark can be found at <http://www.canmarktech.com>



## **Survey Design And Distribution**

Paper Surveys: Design and Printing

Web Surveys: Design and Hosting

Sampling

Volume Mailing

Laser Personalization

Automated Survey Production

## **Data Analysis / Reporting**

Clean Dataset Delivery

Data Weighting

Crosstabs

Graphical Reporting

Online Reporting

Open-ends & Verbatims

## **Optical Scanning**

## **Technical Project Guidance**

## **Data Processing**

## **SPSS Data Management Consulting**

Data Conversion

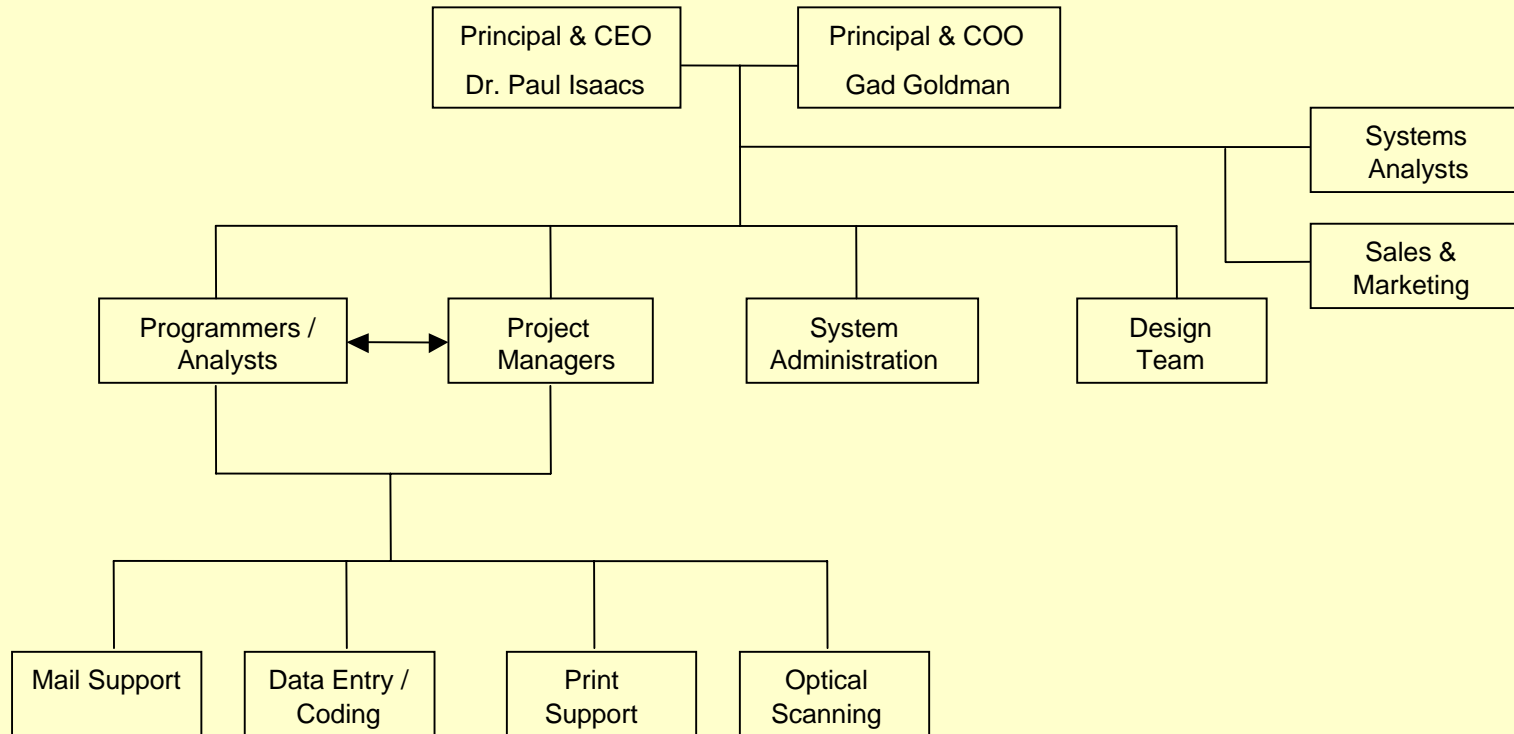
Data Cleansing

Open-ends Coding

Database Integration

## **Small Business Developmental Services**

# The Canmark Organization



Canmark Technologies processes thousands of surveys responses each and every month: mailing and receiving paper-based instruments as well as hosting and processing data from web surveys. Canmark maintains the mission-critical infrastructure to ensure a smooth process flow. Key components include:

- Design teams for implementing web tools and online project data reporting sites, taking clients' concepts and producing high quality instruments
- Experienced programming staff are involved from the start, and are highly familiar with the data requirements of our clients
- Capacity to rapidly develop custom data processing solutions for clients - made possible by the depth of programming talent and number of programming languages known
- Data entry and coding teams are onsite to deal with non-automated aspects of the data collection process
- Canmark owned and maintained, secure firewalled file servers
- Secure Canmark web servers co-located offsite in facilities with independent power generation and redundant internet connectivity
- Independent outbound mail facilities, including imaging equipment, folding/inserting equipment and dedicated space for assembly and pre-mailing quality control

# Equipment & Resources



Specialized task-specific equipment is owned, maintained and programmed by Canmark:

**Printing** Printing can be done in-house using high-speed black & white and/or color printers, capable of producing up through 11"x17" format output. Printing may also be sub-contracted for offset printing to a large printing shop with which Canmark has maintained a long-term relationship.

**Imaging** Canmark custom software allows any type of personalization or imaging as documents are produced. For very large print jobs, "shells" are produced by an outside print shop and brought back to Canmark for personalization imaging using our proprietary software.

**Folding/Inserting/Mailing** Canmark uses an AutoMailer III system. This high-speed equipment can match, fold and insert cover letters, surveys and reply envelopes directly into an outgoing windowed envelope, which it also seals. Output is immediately ready for delivery to the post office.

**Inbound Mail** Canmark has specialized equipment for opening large volumes of incoming mail that allows for fast and efficient sorting prior to scanning or data entry.

**Optical Scanning** Canmark utilizes high-volume Fujitsu scanners for high speed scanning of paper forms using proprietary software. Canmark personnel are factory-trained in the maintenance and repair of this equipment.

**Servers** Dedicated secure file servers and internet servers are maintained in Canmark facilities and backed up with co-located servers in secure off-site locations, featuring redundant internet backbone connectivity and independent power generation. Technical specifications are available upon request.

**Software** Canmark team members maintain expertise in numerous software disciplines, including industry leading data management skills in Statistical Package for the Social Sciences (SPSS). SAS, Visual Basic, and various internet intensive packages (HTML, Php, Java, Javascript, etc.) are also part of Canmark Technologies capabilities.

***For More Information***



6 Garamond Court  
Suite 269  
Toronto, Ontario, Canada  
M3C 1Z5

Gad Goldman  
ggoldman@canmarktech.com  
1-877-441-2057, ext 13