

# Introducing **PARC**

Cloud-based knowledge management  
for all your survey research files

## **PARC**<sup>TM</sup> THE POLLING ARCHIVE Designed by and for survey research professionals.

The screenshot displays the PARC web application interface. At the top left is the logo 'PARC | The Polling Archive'. To the right, it says 'Langer Research Associates' with links for 'LRA Admin' and 'Demo User'. Below the logo is a navigation menu with 'HOME', 'SEARCH', 'ADMIN', and 'MANUAL'. The main content area is titled 'Search Criteria' and includes input fields for 'Keyword: approve', 'Poll: Poll', 'Question #: Question Numbers', 'From: mm/dd/yyyy', and 'To: mm/dd/yyyy'. There are buttons for 'Search', 'Adv Search', 'Clear', and 'Export'. Below the search criteria, it shows 'Results 1-20 of 20.' and a table with columns for 'Survey', 'Date', and 'Result'. The table lists several survey questions, such as '1. Do you approve or disapprove of the way Barack Obama is handling his job as president?' and '2. Do you approve or disapprove of the way Obama is handling the economy?'. Each row has buttons for '+ Results' and 'Full document'.

PARC<sup>TM</sup> is a secure, cloud-based application to organize, store, search and instantly access your organization's research materials.

Affordable, intuitive and simple to use, PARC offers full-text word search of individual survey questions (with topline results or programming and interviewer instructions) and any related documents, including reports, banner books, slide decks, transcripts, spreadsheets and memos.

Search results are single-click linked to the project folder, with datasets, syntax files, charts and any other files of any type. Trend questions

are easily exported to create new topline documents and field-ready questionnaires with consistent wording, structure, instructions and coding over time.

PARC is hosted on the secure Microsoft Azure cloud platform with DigiCert SSL encryption. Individual users have access only to their own account files. Internal workgroup and enterprise-wide accounts support survey management, while client-facing PARC accounts provide an excellent client support and retention tool. Public-facing accounts also are available, as is custom branding.

Institutional memory is not a system. **PARC** is.



## THOROUGH

Find the results of every survey question you've ever asked, any project, any time – and all associated project files.



## SECURE

DigiCert SSL encryption and the Microsoft Azure platform keep your files safe and private.



## FAST

Save time by instantly finding the materials you need, not digging through files and folders.



## ACCURATE

Quickly construct topline documents and programmed questionnaires with complete, correct instructions and coding.



## EASY

PARC's storage, search and retrieval functions are intuitive and simple to use.



## FLEXIBLE

PARC is deployable enterprise-wide, at the team level or as a client-specific or public-facing service.



## A GREAT VALUE

Our annual subscription pricing is quite reasonable. Please inquire!

Go to <http://www.langerresearch.com/parc/> for a 5-minute video introduction to PARC.

Contact [info@langerresearch.com](mailto:info@langerresearch.com) for details or a free trial account.