



Practice-based software for practical application.

GESS has specialised in software and services for market and social research for more than 20 years. Its portfolio includes everything from data collection programmes to complete online, offline and CATI solutions, all the way to final analysis. When it comes to time-sensitive applications, GESS Software has more than proved its worth: infratest dimap, for example, uses our software for spot-on forecasts during the ARD's election coverage. In addition, GESS is a full-service fieldwork provider with its own CATI studio (54 places), analysis department and questionnaire programming.

Products and Services

The GESS software portfolio is a flexible tool kit for the execution and analysis of market research surveys. The data can be collected via CATI, CAPI (Android) or online. All products are optimised for further processing with GESStabs.



GESStabs

The tabulation software GESStabs is a high-performance analysis tool for data sets from various sources such as e.g. ASCII, Column Binary, Quantum, dBase, CSV or SPSS SAV-files.

Close collaboration with our clients has given rise to many of the innovative market research features built into GESStabs.

GESStabs is a leading analysis software for the validation, transformation and evaluation of data.

All GESS customers can take advantage of a wide range of consulting services relating to the application of our software products. We respond to the specific needs of the customer, often using them as a basis for enhancements

Highlights:

- Extremely flexible table design
- Versatile typographic design in Postscript, PDF, HTML and Excel
- Extensive counting results, many different parameters and statistical tests
- Iterative weighting for adaption to any number of marginal distributions
- Input and output of SPSS SAV-files, Quantum formats, CSV, Plain-ASCII
- Sophisticated evaluation strategies for e.g. overcodes, multiple answers and openended questions
- Extensive script language for data transformation and validation
- Labour savings and clarity thanks to macros
- Automatic generation of coloured accentuation for significant results
- Automatic production of charts directly into PDF, Excel or Power Point





GESS Q.

GESS Q. is a **survey software** implemented in Java for use on a wide range of devices (PCs, mobile phones, tablet PCs, web servers). Even complex studies are simple and straightforward to produce thanks to the Q. language (Q.-Script).



Highlights:



- One script fits all: the same script can be used for conducting any survey – by phone, on the web or offline
- Consistent visual design across all platforms via CSS
- Complex sequence control via function blocks, adequate control structures (cascaded filters, loops, conditions)
- Multilingualism: either defined in the script or via dynamic selection
- Integration of all previous answers – including responses to open-ended questions and pictures taken by camera – as the survey progresses
- Individual, self-programmable types of question via Java Plug-ins
- Integrated, wide-ranging options for presenting questions, e.g. sliders, packaging configurators, Image Maps, interactive 3D visualisation etc.
- Flexible interface with web services; data exchange in JSON format
- Quota monitoring and control
- Freely definable online tabulation with the full range of GESStabs functions
- Camera, W-Lan deactivation via script (e.g. important for CarClinics)

