Description of the modules of the SIMS software system

1. SIMS Designer
2. SIMS Data Collector
3. SIMS Basic Analysis
4. SIMS Advanced Analysis
5. SIMS Advanced Graphics

SIMS software has always been licensed as "SIMS Software Designers" and "SIMS Software Data Collectors".

"Designers" means any technician and/or professional user who needs to use SIMS for various activities, such as setting up questionnaires, experimental designs, starting tests, reporting, etc.

“Data Collectors” are simply your panelist PCs/Booths.

One way to think of a data collector user in contrast to designer users is that a data collector user station is just that, a data collector, just collecting test data, a panelist booth/table PC. All other SIMS activities are always performed by a Sensory professional and/or technician using a designer user license, such as ballot/questionnaire setups, experimental designs, test execution, test polling, panelist maintenance, statistical analysis, reports, etc.

All client sites need at least one SIMS Designer license and one Data Collector license. Our software licensing is 'concurrent', which is more advantageous to you the client, most flexible and economical.

"Concurrent" means we don't need to count how many of your technicians have SIMS installed on their PCs, but we do care about how many need to use the application concurrently at the same time. The database keeps tabs on number of active designer users.

The cost of every license after the first of each type is steeply discounted which allows us to focus our customer base on established Sensory and Market Research organizations.
1. SIMS Designer - Main Menu Screen

Technicians Only. Design and prepare all aspects of your SIMS sensory tests. Ballots & questionnaires, experimental designs, sample rotations, blinding codes, panelist selections, test definitions, Avery labels generation, test executions, reports, statistics, graphics.

Panelists are never in these main areas of the SIMS Software program.
2. SIMS Data Collector - Main Screen

Panelists Only. This is the panelists test Signin screen. There is also a similar Anonymous panelist welcome screen which does not need a Signin. Technicians can also access these areas.

After this screen panelists are presented with your SIMS ballot / questionnaire.
3. SIMS Basic Analysis

Technicians Only.

All Reports, not inclusive of statistics.

The value and convenience of many of our reports is impressive and widely popular with all of our clients, everyday! Additional information is available at http://www.SIMS2000.com/Reports.asp

Parts of these reports may include statistics, which will be included if Advanced Analysis is available.
SIMS Basic Analysis

Many examples of these reports are available at http://www.SIMS2000.com/Reports.asp

Including Data Frequency Report, Quick Summary Basic Stats, Panelist Comparison Reports, Panelist Immediate Feedback Reports, Panelist Credits Tracking Reports, Hedonic Frequency Reports, Hedonic Frequency Report Graphics, Penalty Analysis, Top 2, Bottom 2, Top 3 & Bottom 3 Box Analysis, CrossTabs/Sub-Group Analysis, Continuous Time Intensity Output, Test Sensitivity Analyzer, Paired Comparison Attribute Analysis Reports, and many others.

Raw Data Example: Exporting Raw Test Data to a variety of formats is available, including MS Excel and external statistical packages. This export capability is included with the SIMS Designer license.
4. SIMS Advanced Analysis

Technicians Only.

All Statistical Reports.

SIMS utilizes R Statistics, SAS, JMP, or Microsoft Excel for all Advanced Analysis, leading to Means, P-Values, Significances, Mean Separations, PCA, Prefmap, Cluster, etc.
SIMS Advanced Analysis

Top Line Report showing Means, P-Values, Significances, Mean Separations

Top 2 Bottom 2 Report showing Counts, percentages, P-Values, Significances, Mean Separations
SIMS Advanced Graphics

Many options for graphics. Graph entire studies, all attributes, or single attribute frequencies.
SIMS Table Generation Report Examples – Statistics

SIMS Result Summary Statistics, Standard Deviations, Confidence Interval, Graph Means/Averages
SIMS PCA Principal Component Analysis

** PCA: Principal Component Analysis  
SIMS Sensory System - Study: SCS-PCA  

Select Rotation Type: Normal Equiv Varimax  
Minimum Factor Load For Plots: 0.0  
Select Biplot Type: Distance  
Select Biplot Scaling: Auto  

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**Samples and Attributes:**  
Factor 1 and Factor 2 (53.73%)  
Factor 2 (16.60%)  
Factor 1 (37.13%)