

SURVEY SIMON INNOVATION HIGHLIGHT



COMPANY OVERVIEW

Survey Simon is a Toronto-based start-up that provides software solutions allowing clients to build powerful and interactive engagement experiences for surveys, educational modules, and assessments. By constructing and developing more accurate survey contexts and questions, Survey Simon enables clients to expand their survey capabilities and capture new data insights.

LOCATION: TORONTO, ON

TECHNOLOGY



Data Centre and Cloud

CONSUMER FEEDBACK CREATING IMPACT

Companies rely on consumer feedback to decide how to move forward with business. Traditional survey formats used in today's market rely heavily on text questions, leading to inconsistent interpretations and results. The market needs survey platforms that keep consumers engaged and offer fewer questions while providing improved, meaningful feedback. Creating their solution, Survey Simon produced a survey platform that uses images, audio, video, and animation to construct more impactful surveys.

SURVEY SIMON SAYS VISUALIZE


Currently used by the Ontario Tech University, Survey Simon focuses their survey approach on leveraging enriching visual media. Survey Simon fills a hole in the market by offering new question formats, answer types, and online media experiences that aren't provided by other survey engines. The company also collaborates with industry partners to deliver contextual engagement campaigns to connect with target segments of customers and increase feedback quality. Through a more engaging and dynamic platform, clients of Survey Simon will have the boost needed in both the number of participants in their surveys and the quality of their feedback to obtain data models that effectively capture the consumer perspective.


STRESS TESTING THROUGH THE CLOUD

Survey Simon carried out a CENG N project to demonstrate that their platform could support their anticipated user workloads for commercial launch. By leveraging the CENG N Testbed to run their platform with simulated users, the company was able to load and stress test their product at multiple levels. Survey Simon discovered that a socket-based architecture would help improve their scalability compared to traditional architecture. By the end of the project, Survey Simon successfully reached their goal of a 100% Load Test with 100,000 users.

"The value that we received from executing our test cases is irreplaceable because we now understand the real workload profiles associated with each component in our technology stack under pressure."

Jerry Bonnah
Lead Architect, Survey Simon

 Jerry Bonnah, Lead Architect
jbonnah@surveysimon.com
surveysimon.com

 Rick Penwarden, Sr. Manager, Marketing
rick.penwarden@cengn.ca
cengn.ca/projects