

Radmin used in Market Research

NORSTAT

anything you need to know.™

Norstat is the leading data collector in Nordic region

Norstat is one of Europe's leading providers of research data to professional marketers. Annually, Norstat conducts more than 2.5 million B2C and B2B interviews. Norstat owns one of the largest Internet panels in Northern Europe, with more than 350,000 pre-recruited respondents. About 85% of these were recruited via nationally representative telephone surveys. The company is established in Norway, Sweden, Denmark, Finland, Estonia, Latvia, Lithuania and Poland.

The problem

The IT department of Norstat serves 21 locations with approximately 2500 employees, spread throughout the Nordic countries, the Baltic and Poland, and connected through VPN over the Internet.

Its centralized server is situated in Norway and runs on VMWare (about 40 VMservers). Each remote office has 1-3 servers, making up a total of approximately 80 servers, all running MS Win Server 2003 or 2008. A total of approximately 900 desktop and laptop computers are used in the various locations.

The business idea

The business of Norstat is to collect and process data on behalf of professional users of market research and business information. The focus on data collection is the cornerstone of the company's business in the 8 countries where it is established. Efficient operation within the informational and research industry would not have been possible without a centralized IT infrastructure, working efficiently.

The solution

«Not sure how we first found it, I believe it was someone in the IT services department who recommended the implementation of Radmin, but we chose to use it based on its efficiency and ease of use»

*Bjarte Løchen
IT Manager at Norstat*

Radmin enabled the company to support its widespread IT structure from Larvik, Norway, Norstat's head office. It solved the following problems:

- ✓ remote administration: remote management of network computers and servers, maintenance of centralized efficient IT infrastructure
- ✓ files transfer: easy operation with information compiled in multiple company branches
- ✓ screens monitoring: possibility to monitor telephone interviewers' screens during the research process.

«Radmin has proven to be a valuable tool for servicing both servers and PCs inside our VPN. Without such a tool it would have been impossible to service the organization»

Bjarte Løchen