



Flexible Tool Licence

Full access to qualitative and quantitative tools that support your core platform toolset.



About the Flexible Tool Licence

This licence can be applied to any one of our 10 research tools at any given time, enabling insight teams to react in an agile way to evolving business needs.

How It Works

A flexible tool licence provides access to the full suite of InsightHub research tools. This enables teams to build a core toolset, while retaining the flexibility to add supplementary qualitative or quantitative capabilities that can be difficult to plan for at any time.

“While we mostly use surveys, we are able to easily add qualitative tools when deeper insight is required.”

Frances Clixby, Research Analyst at Skybet

In practice, over the course of an annual contract, this licence offers twelve, month-long uses of any research tool. These uses may be spread evenly throughout the year, or stacked into particular months to meet evolving research needs.

Additionally, it is possible to add multiple flexible licences to an annual contract, each of which offers an additional twelve, month-long uses of any research tool.

It is the complete flexibility and versatility this set up offers that makes a flexible tool licence the perfect complement to a chosen tool set. Not only is it possible to swap out tools as required, but the licence enables the capacity and breadth of an InsightHub platform to grow and contract over time.

Key Benefits & Advantages

As researchers, we understand the challenges and pressures insight teams face. In particular, we know that it can be tough to balance regular, scheduled research activities with ad-hoc requests and projects.

And it can be even more difficult to invest in the right methodologies and technologies that will deliver on all fronts.

That's why we designed the flexible tool licence; to help researchers cater for both streams of work. The licence enables teams to quickly add new tools in periods of high demand or for niche products, whilst retaining access to a core - more widely used - toolset.

Importantly; working with new tools within the same, familiar insight platform offers a way to extend the scope of research activities within financial and time based constraints.

Available Research Tools

Any of the following 10 research tools can occupy a flexible licence:

 [SurveyMR](#)

 [ForumMR](#)

 [Report CardMR](#)

 [ScrapbookMR](#)

 [Quick PollMR](#)

 [DiaryMR](#)

 [Focus GroupMR](#)

 [SmartboardMR](#)

 [Question BoardMR](#)

 [Open PollMR](#)