Your ‘DATA & RESEARCH’ Partner
Who We Are?

IDS is one of the fastest growing Market Research and IT service provider with proven expertise in all methods ranging from Data acquisition, Data processing, Analytics, Data Visualization, Insights generation and Customized IT solutions. Seniority & expertise of our team is regularly contributing towards the growth of our clients & we take pride in having established strong, strategic partnerships with our clients.

Our Expertise

What We Do?

DATA ACQUISITION
Quantitative and Qualitative

SURVEY SCRIPTING, DATA PROCESSING AND MANAGEMENT

DATA ANALYSIS AND ADVANCED ANALYTICS

DATA VISUALIZATION REPORT AUTOMATION & CUSTOMIZED IT SOLUTIONS
Why IDS?

Integrated analytics and insights using primary research and organizational data

Companies have rich information on their customers in their internal data base covering their profile, usage, channel behavior, payment history, etc. Typically research agencies end up collecting and analyzing only the external data from the surveys. They don’t have experience and practice to generate insights for clients from internal data mining.

**Difference and benefit**: We help our clients to collect, develop and bring together market as well as organizational data through an innovative blend of market research, analytics and information technology expertise to help clients in making informed data driven decisions.

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**Our Approach**

**Primary Research**
(Survey based data collection in understanding customer needs, perceptions, attitudes and behaviors etc.)

**Organizational Data**
(Administrative based data in understanding and predicting customer behavior, product movement etc. through internal data mining to bring operational efficiencies etc.)

**Data Management and Analytics based Consulting**

We build the data driven decision making culture
<table>
<thead>
<tr>
<th><strong>Involvement of senior professionals</strong></th>
<th><strong>Advanced tools and technology</strong> to enhance data accuracy &amp; process effectiveness</th>
<th><strong>Rigorous quality checks, 100% scrutiny, accompaniments, use of Cloud Technologies and Mobile Trackers</strong></th>
<th><strong>Flexibility in field activities</strong></th>
<th><strong>Experience of handling large scale multi country studies</strong></th>
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<tbody>
<tr>
<td>Senior expertise ranging from 20 years+ experience in the industry</td>
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**OUR ADVANTAGE**
OUR RESEARCH SOLUTIONS
## Types of end to end research studies IDS offers

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<th>Quantitative Research</th>
<th>Qualitative Research</th>
<th>B2B/Industrial Research</th>
<th>Stakeholder Loyalty</th>
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<tr>
<td>Usage and Attitude</td>
<td>Ethnographic Research</td>
<td>Market Entry and Sizing</td>
<td>Customer Loyalty</td>
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<td>Concept/Product test</td>
<td>Category Exploration</td>
<td>Demand Estimation</td>
<td>Customer Experience/Transaction Analysis</td>
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<td>Pricing Research</td>
<td>Category or Brand Restructuring/Strengthening</td>
<td>Competition Mapping</td>
<td>Lost Customer Analysis</td>
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<td>Advertising Pre-testing</td>
<td>Triggers and Barriers</td>
<td>Channel Analysis</td>
<td>Employee Engagement</td>
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<td>Brand and Communication testing</td>
<td>Brand and Communication testing</td>
<td>Industrial Consumer Usage and Satisfaction</td>
<td>Corporate Reputation</td>
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<td>Brand Equity Measurement</td>
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<tr>
<td>Volumetric Estimation</td>
<td>Communication development</td>
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<tr>
<td>Shopper Research</td>
<td>Concept/Advertising Evaluation</td>
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<td>Consumer Segmentation studies</td>
<td>Shopper Understanding</td>
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<td>Media Research</td>
<td>Mystery Shopping</td>
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<tr>
<td>Panels and Audits</td>
<td>Idea Generation</td>
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Data Acquisition - Qualitative

**RESPONDENT RECRUITMENT**
- Seed/ referral method used for contacting respondents
- Detailed screeners used to select and reject respondents
- Screening of the respondents as per selection criteria

**FOLLOW-UP & BACK CHECKS**
- Telephonic validation of recruitment. Re-contacts to confirm appointments
- 100% Validation checks with screener questionnaire by supervisor/Executive in-charge.

**FIELD WORK PHASE**
- Study carried out as per required methodology – FGDs/ IDIs
- Discussion transcribed to get detailed and minutest information which came out in the consumer interaction

**TEAM INVOLVEMENT**
- Mandatory presence of Project in-charge during the IDI & Groups
- Full time presence of field supervisors & monitoring over investigators & recruiters

**FOCUS GROUP DISCUSSIONS**
One of the most popular methodology. Usual length of a session is of 1.5 hours to 2 hours.

**HOME VISITS**
Can easily be arranged. Access to all parts of the house and video recording with prior permission.

**ACCOMPANIED SHOPPING**
A detailed accompanied shopping can be conducted if permission is provided by the retailer for deep probing

**IN-DEPTH INTERVIEWS**
Regular length is of 1 hour. Couple interviews too are possible
Data Acquisition - Quantitative

**PRE - FIELD**
- Rigorous interviewer selection process
- Project Briefing Sessions

**IN - FIELD**
- Quota Distribution
- Mock Calls
- Field Accompaniments
- 100% Questionnaire Logic Checking
- Combination of Personal and telephonic back checking

**POST- FIELD**
- Central Location Testing
- Mystery Shopping
- PAPI
- CAWI
- In house interviews
- Street / Mall Intercepts
- CAPI
- CATI
DATA COLLECTION SECTOR

AUTOMOTIVE

TECHNOLOGY/TELECOMS

FMCG & RETAIL

FINANCIAL SERVICES

HYGIENE & BEAUTY

FOOD & BEVERAGE

CONSUMER DURABLES

HEALTHCARE / PHARMACEUTICALS

GOVERNMENT, EDUCATION & PUBLIC HEALTH
We have expertise in various survey programming tools such as, Dooblo (SurveyToGo) ConfirmIT, Dimensions (IBM-SPSS), NIPO as well as on premise platforms etc. In addition, team has experience in using JavaScript, ASP, and programming surveys in Flash and HTML5, and are adept at managing survey design to ensure the respondent is engaged.

**SOME OF OUR SCRIPTING FEATURES**

- Save-and-return functionality
- Data pre-population from SPSS or other databases
- Table of Contents organization of multiple survey sections or parts
- Highly customized error messaging
- Versioning (easy reuse of survey questions across business units but customized formatting per business unit)
- Rolling back of incomplete surveys
- Online advertising testing, and virtual shelf testing
- Transfer of data into our Real Time Reporting Optimizer
- Advanced quota settings
- Ensuring specific data layouts at the back end data sets are utilized if appropriate
IDS team can help in various Data management process starting from formatting the data in customized layout, running tabs and banners, to ensuring data tables supplied to the stakeholders are in-line with their expectation. Our team have expertise across industry-standard packages and tools, such as SPSS, Quantum, SPSS Dimensions, Win cross, R and Python.

IDS team has experience in managing market research data and processing, specifically:

- Data preparation by detailed checking and cleaning to ensure that Quality data is used for further analysis
- Merging/conversion across various formats including ASCII, SPSS, tabs in Excel/Word, RTF, Quanvert database, CSV data file, XML file, HTML file, MTD, MDD, etc.
- Weighting including target weighting, factor weighting, RIM weighting etc.
- Coding open-ended responses in Excel, Ascribe™, netting
- Processing data collected from web surveys, telephonic and face-to-face interviews. Best software packages to process, clean, manage and tabulate data
- Translation services for various languages under the supervision of localized specialists
IDS offers **disciplined and cost effective data analysis solutions** that can help the clients to make more informed decisions and get greater insights. We offer **complete package of data processing and analysis services** for the purpose of presentation and research documentation. We also offer the results in graphics and table formats.

We have capabilities to perform **both basic and complex data-analysis** using various statistical packages:

- Descriptive analysis
- Outliers analysis and data checking
- Significant testing
- Analyze relevant statistical measures- mean, median, mode, standard deviation, coefficient of variation etc.
- Compare means, variances

Our services involve **sophisticated analytics procedures** and a **wide variety of statistical methods and models** that are applied regularly to scrub survey data and extract deeper insights. The team has a highly collaborative and consultative approach to analytics.

Some of the frequently used **multivariate analysis techniques** include:

- Multiple Regression and Correlation Analysis
- Analysis of Variance
- Factor Analysis
- Cluster Analysis and Market Segmentation
- Correspondence Analysis
- Conjoint Analysis

- Multiple Regression and Correlation Analysis
- Discriminant Function Analysis
- Multidimensional Scaling
- Time series and forecasting
- Customer Satisfaction Analysis
- TURF Analysis
We offer Report Writing and Automation services—to our clients (for both qualitative and quantitative) that helps to populate report (power point, Excel, MS Word etc.). We use VBA programs for automating the reports to avoid any manual intervention. It is a unique way of creating/updating reports using automated programs in order to save time and cost!

Key benefits of Report Writing and Automation service includes:
- Remote/on-site support from experienced and qualified researchers
- Time saved is proportional to number of reports of same kind required
- More time can be utilized for Research and Insights rather than Data Processing and checking
- Less Manual intervention is needed
- Reduce error occurrence. Simultaneously generate multiple report across segments
- No additional / special software required in processing data
- Excel Functions / Macro / VBA will get the task done. Can handle multiple Input data formats- MS Excel, CSV, XML,SPSS etc.
- Creates an Index sheet with hyperlinks to each Table present in an Excel Report
- Provides protection to certain cells / entire sheet, which are to be prevented from editing
DATA VISUALISATION

Timeliness is key to information quality, and information itself is a key to decision making. We can help clients to produce Interactive Dashboards in various formats, quickly and easily in a clear, engaging and meaningful way!

Key benefit of the interactive Dashboards:

- Single Platform where Cross Tabulation & Dashboard will be provided
- Easy to understand and use. Crisp and interactive data reporting in multiple format depending up on the requirements
- Built in Story Telling functionality
- Cloud based solution which can be shared across teams & functions (Marketing Team, Sales Team, Research, Product Team, Country Teams etc.)
- Built in functionality of Significance Testing, using of multiple weights & easily create new measures. Create your own additional analysis on the fly
- Drag & Drop functionality & easy User Interface
- It is highly interactive and usually provides functionality like filtering and drill downs
- The displayed data will automatically update without any assistance from the user
DATA REPOSITORIES

A single platform encompassing all type of data and indicators that is readily accessible to different stakeholders. The central repository can accommodate information from specialized surveys, secondary data, organizational administrative data and aggregated data from other sources.

Key benefit of the Centralized Data Repositories:
- Be a trusted single source of information on data and indicators
- Support decision and policymaking and evaluation activities on different product and services
- Support evidence-based management
- Allowing better decision-making process
- Reduce research and data investment and encourage a better knowledge exploitation
- Avoids having overlapping and redundant studies, thus mitigating cost duplications
- Higher level of consistency in methodologies and data collection activities produces more valuable knowledge base
- Data visualization capabilities that assists users in exploring and analyzing the data in a friendly manner
- Pre-defined and custom reports that can be exported in different formats
OUR CORE VALUES

- Fully transparent & strategic approach, advance planning, timely execution & delivery
- Unparalleled knowledge of local cultures
- Professional resources having 20+ years of experience in the industry
- Advanced tools and technology
- Wide range of field resource in different countries & cost efficiency
Information Technology
Software Development
- Custom Software Development (SOA/SaaS)
- Web Development
- Application Modernization Expertise
- SharePoint Development/Implementation
- Software Testing Service

Enterprise Solutions
- ERP, CRM, E-Commerce Solutions etc.
- Cloud Computing Solutions/Consulting
- Collaboration/Knowledge Management
- Business Intelligence (BI)
- Virtualization (Server, Desktop & Application Virtualization)
- Collaboration & Communication
- HPC Solutions
- Backup Solutions

Mobile Development
- Apple iOS, Android, Windows Phone, Blackberry

Managed Service
- Database/Share Point/Exchange Administration
- IT Support
- Virtualization Support
- IT Audit
- Virtual IT Director
- Desktop & Care
- Data Center Solutions
- Cloud Solutions
- Mailing Solutions

Digital Service
- User Experience Design/Creative
- Ecommerce/Content Management
- Flash/Flex/Silverlight
- Animation/Illustration
- Digital Signage Solutions

Internet Marketing
- Organic Search (SEO)
- Paid Search (PPC)
- Social Media (SMM)
- Link Building
- Affiliate Marketing
- Email Marketing
- Landing Page Optimization (LPO)
- Web Analytics

Staff Augmentation
- Managed IT Support
- Virtualization Support
- IT Audit
- Virtual IT Director
- Desktop & Care
Our Clients..
OUR LEADERSHIP TEAM
<table>
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<tr>
<th>MANAGEMENT TEAM</th>
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<tr>
<td><strong>MOHAMED MANZOOR</strong>&lt;br&gt;Chairman</td>
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<tr>
<td>✓ Manzoor is the founding member and the Chairman of IDS. He has over 32 years of experience in Market Research industry of which 20 years in Middle East and North Africa and 12 years in Asia Pacific region</td>
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<td>✓ He has worked with top fortune companies and world’s largest Market Research agencies like TNS, IMRB etc. for meeting their research operations requirements spanning across number of countries across different regions</td>
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<td>✓ He has wide networking and task management skills and has excellent reputation of building credibility, establishing rapport, and maintaining communication with clients and stakeholders</td>
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<tr>
<td>✓ Manzoor’s areas of expertise includes Business Development, Business transformation, Restructuring and turnaround, Integration and Growth strategy etc.</td>
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| **RAJESH K**<br>MD & Head of Operations |
| ✓ Over 28 years of experience in the Market Research Industry. He is the founding member of IDS and has been instrumental in developing IDS in South East Asian market |
| ✓ He has vide variety of experience in handling projects from various types of Industries in both quantitative and qualitative research operations |
| ✓ Rajesh has held several key positions in reputed market research organizations such as IMRB International (now the Kantar group), Walker information, Research International and Ipsos as Regional operation head, National Operation head etc. |
| ✓ Rajesh has successfully moved along with the transformational changes in the market research industry and well executed several project in digital market research domain including CAPI, CAWI etc. |

| **SARATH KT**<br>Managing Director, Centre of Excellence, India |
| ✓ Statistics, Research and Analytics Professional with total of 16+ years of experience in diverse sectors. Highly skilled in conducting advanced statistical analysis, data management and visualization. Expert in popular statistical tools like SPSS, R, SAS and Tableau |
| ✓ Holds Master’s degree in Statistics and has working experience in Government sectors and has held several key positions in Ministry of Transport & Communications, Ministry of Information & Communications Technology (ictQATAR) |
| ✓ He has also worked with world’s largest research agencies such as TNS and IDC in the past. He is an expert in international benchmarking, progress monitoring, research execution and modelling |
| ✓ Sarath was instrumental in conceptualizing and successful launching of Qatar’s ICT Observatory, a central repository of ICT statistics for the state of Qatar. He has hands-on experience in leading market indicators and analytics assignments at national level. He is an expert in data processing, indexing and identifying improvement areas from trusted databases and publications |
KRISHNA RAO
Managing Director, Malaysia

20+ years of experience in MR data collection
Has extensive experience leading fieldwork capacities for several agencies like Acorn, Minda Asia, Kadence International etc.
Founder of ‘E-Track’
A quantitative and qualitative expert with experience in leading various type of studies e.g. Continuous Brand Tracking, Product Testing, Consumer Segmentation, Customer Satisfaction etc.

TRI PHAM
Managing Director, Vietnam

Decades of experience in MR and Media/Event/PR industry, Tri have in hand a wide market knowledge
His years of working for AC Nielsen and founder of CLMR (Consumer Link Market Research) gives him a flexibility and a deep understanding of client
Tri had a Master degree in Marketing and Communication at ESCP Europe (Paris) in Paris then worked at France Telecom (Paris) in Strategic Marketing Service

RAHUL BOSE
Senior Director, India

Over 28 years of experience in the market Research industry in Operations and Project Management
Rahul is having exposure to a wide range of projects across a diverse range of industries including but not limited to FMCG, Education, Healthcare, Advertising, Government projects and Technology - for both Quantitative and Qualitative
Rahul has worked for and held key positions at large and reputed organisations as IMRB, Research International, TNS, Ipsos, GfK Nielsen and Feedback services etc.

LILIBETH LUZ
Director, Philippines

Lily has almost a decade of experience in MR industry. She had worked with different MR companies as Freelance Project Manager for several research companies in India, Singapore and the Philippines
A quantitative and qualitative expert, she has hands-on experience in different categories like Healthcare, Financial, Food and Beverages etc. and has an excellent Management skills.
Lily has developed the team to become professionals in the MR industry with high regards to quality and standard
CONTACT US

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