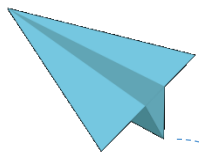iDS

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

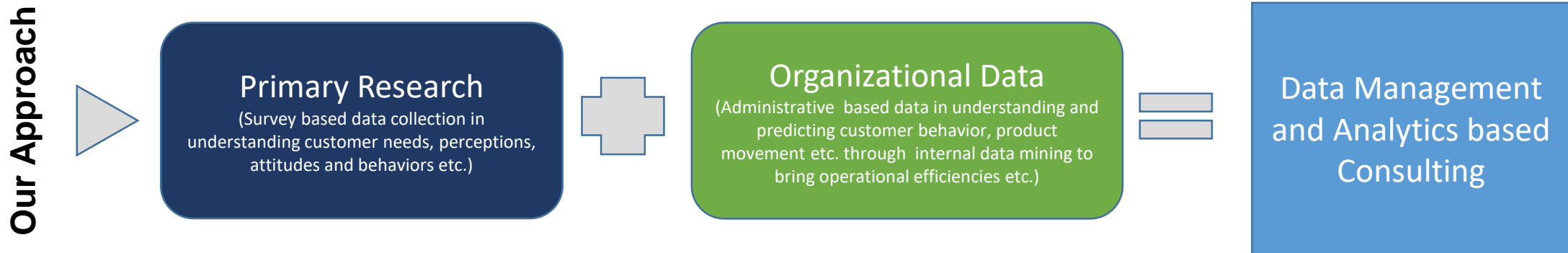**DATA VISUALIZATION REPORT AUTOMATION & CUSTOMIZED IT SOLUTIONS**

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.

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

Involvement of senior professionals Senior expertise ranging from **20 years+ experience in the industry**

Advanced tools and technology to enhance data accuracy & process effectiveness

Rigorous quality checks, 100% scrutiny, accompaniments, use of **Cloud Technologies and Mobile Trackers**

Flexibility in field activities

Experience of handling **large scale multi country studies**

OUR ADVANTAGE

OUR RESEARCH SOLUTIONS

Types of end to end research studies IDS offers

Quantitative Research
- Usage and Attitude
- Concept/Product test
- Pricing Research
- Advertising Pre-testing
- Brand and Communication testing
- Brand Equity Measurement
- Volumetric Estimation
- Shopper Research
- Consumer Segmentation studies
- Media Research
- Panels and Audits

Qualitative Research
- Ethnographic Research
- Category Exploration
- Category or Brand Restructuring/Strengthening
- Triggers and Barriers
- Brand and Communication testing
- Brand Equity Studies
- Communication development
- Concept/Advertising Evaluation
- Shopper Understanding
- Mystery Shopping
- Idea Generation

B2B/Industrial Research
- Market Entry and Sizing
- Demand Estimation
- Competition Mapping
- Channel Analysis
- Industrial Consumer Usage and Satisfaction
- Brand Imagery Studies

Stakeholder Loyalty
- Customer Loyalty
- Customer Experience/ Transaction Analysis
- Lost Customer Analysis
- Employee Engagement
- Corporate Reputation

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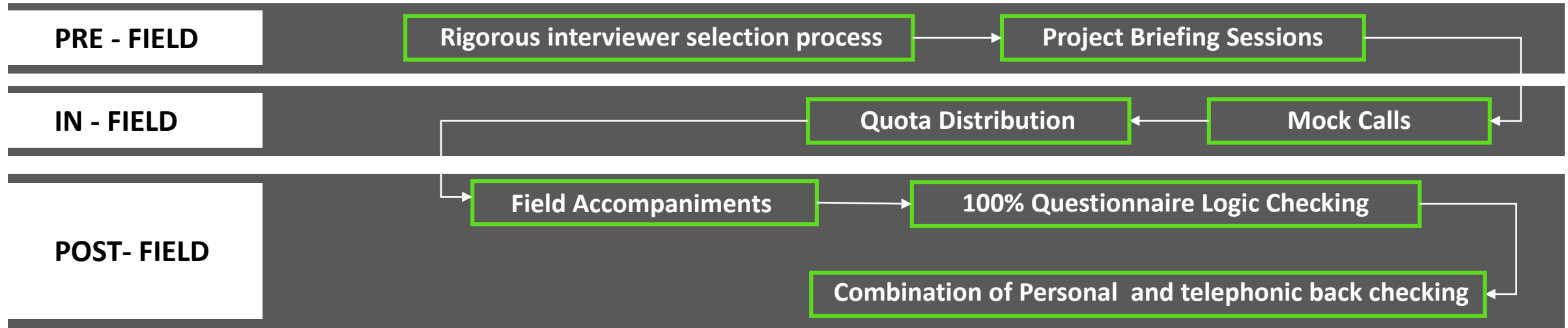
ACCOMPANIED SHOPPING
A detailed accompanied shopping can be conducted if permission is provided by the retailer for deep probing

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

POST- FIELD	Field Accompaniments → 100% Questionnaire Logic Checking
	Combination of Personal and telephonic back checking

Central Location Testing

Mystery Shopping

PAPI

CAWI

In house interviews

Street / Mall Intercepts

CAPI

CATI

SURVEY SCRIPTING

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 **Java Script, 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
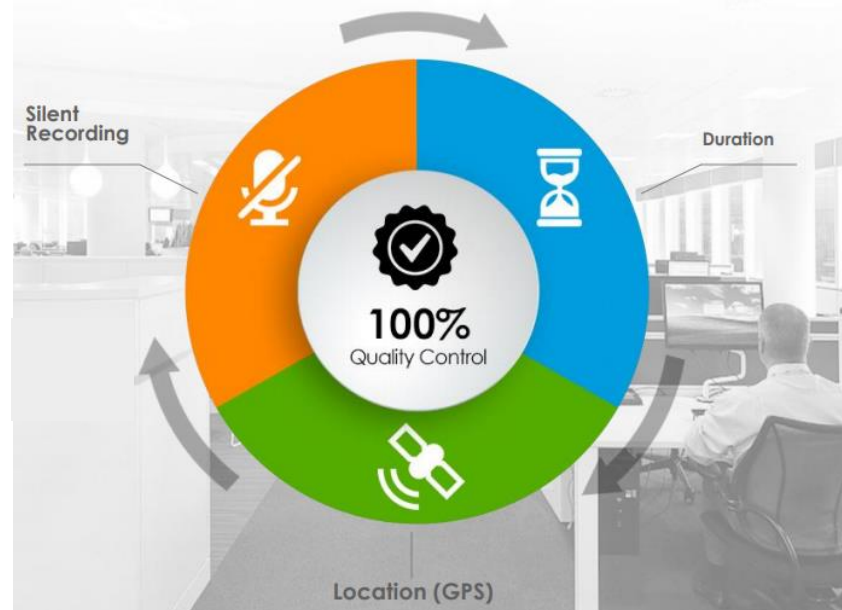
IDS team can help in various Data management process starting **from formatting the data in customized layout, running tabs and banners, to ensuring data tables supplied to the stakeholders are in-line with their expectation**. Our team have expertise across industry-standard packages and tools, such as SPSS, Quantum, SPSS Dimensions, Win cross, R and Python.

DATA PROCESSING AND MANAGEMENT

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

DATA ANALYSIS

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

ADVANCED ANALYTICS

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

MRDCL for scripted tabulations and data analysis
-The most powerful and advanced scripting language for survey analysis professionals

Usage

o For professional data analysts

o To produce cross tabulations

o To automate analysis and reports

o To read, check and report on research data

o To use as an engine as part of a customised system

IDS is the Sales and Support Partner for MRDC's various Market Research Tools in

- India   - Korea

- Middle East   - Japan

- Australia

Products
MRDCL - Scripted Tabulations
Iris – Online Dashboards
QPSMR- CATI

Key Features

o Can handle the biggest projects

o Excel integration

o Data handling and Data validation

o Tabulations

o Full set of table based statistics

o Exports to most common formats

o Shorthand language for repetitive requirements

o Customisable templates for specifications

o Program your own routines

Benefits

o A complete set of tools to allow you to analyse and report on research data

o A product that is focused on user productivity

o Shorthand commands for repetitive requirements

o Integrated with excel so that lists and data can be maintained independently

o Contains an easy system to build templates to simplify input of requirements

o Ideal for standardising procedures to help teams to work together

o Designed to handle continues studies with excel integration.

REPORT WRITING, CHARTING AND AUTOMATION

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
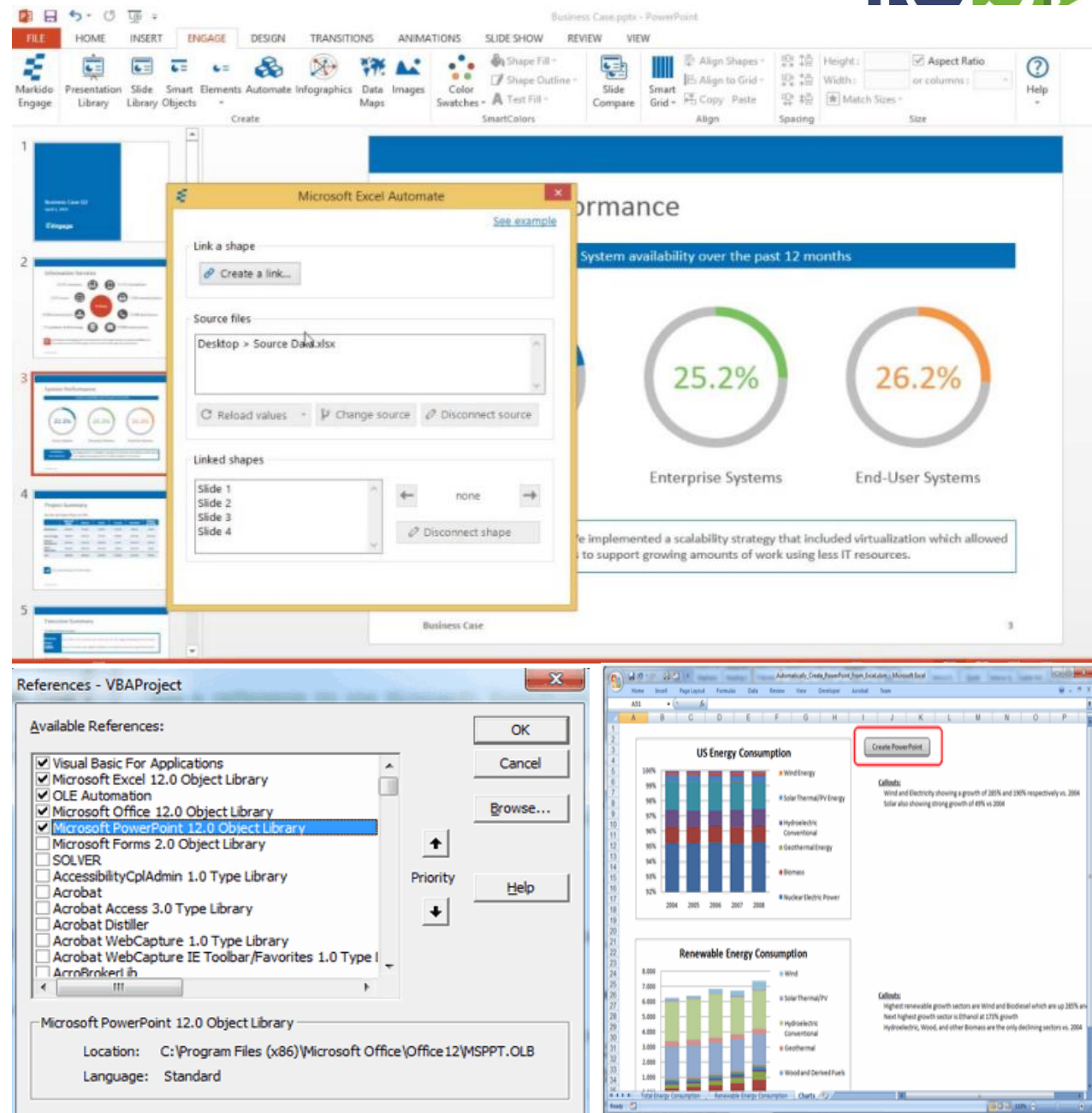
DATA VISUALISATION

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

Power Users

Explorer

Viewer (Dashboard)
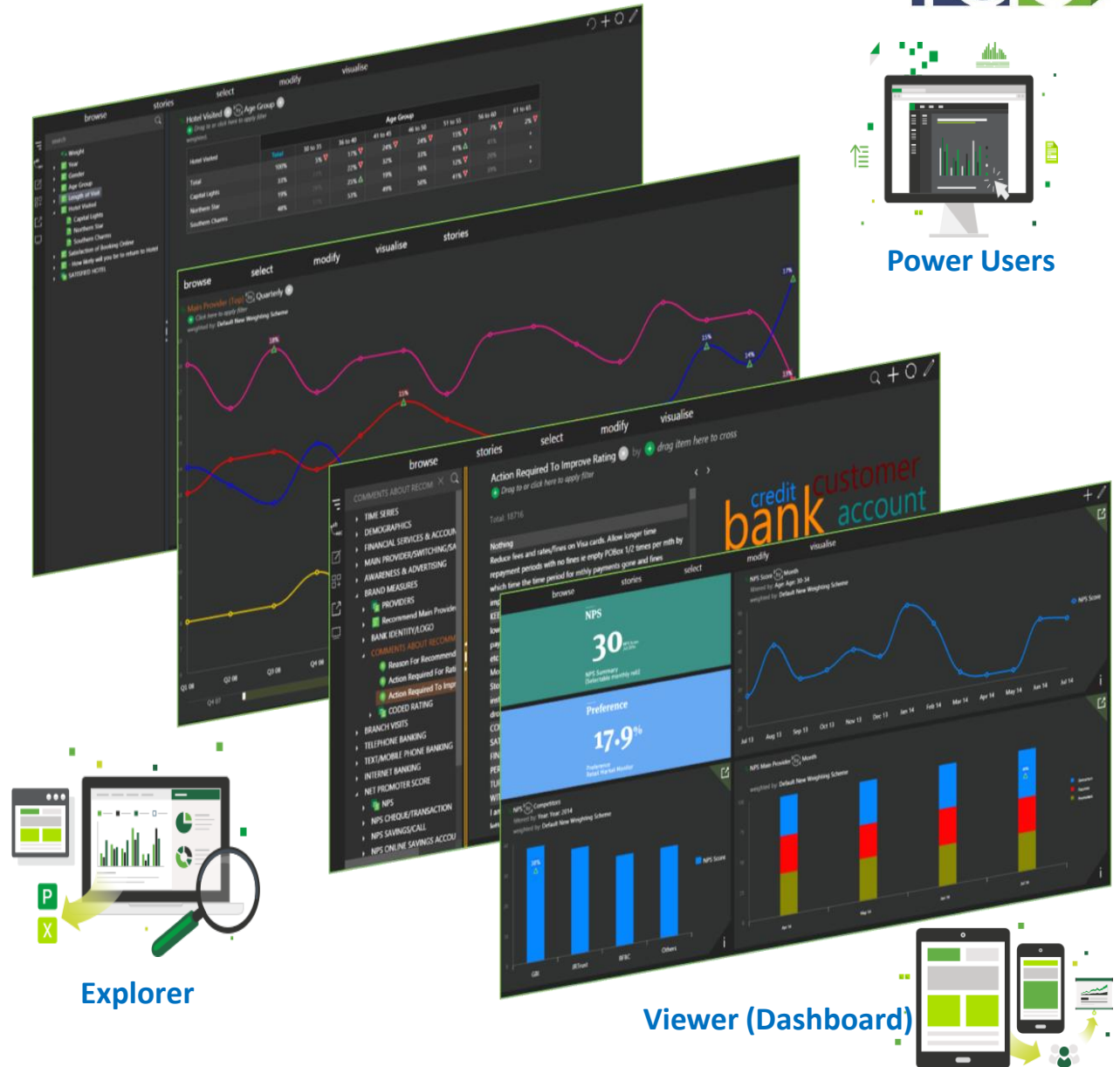
DATA REPOSITORIES

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
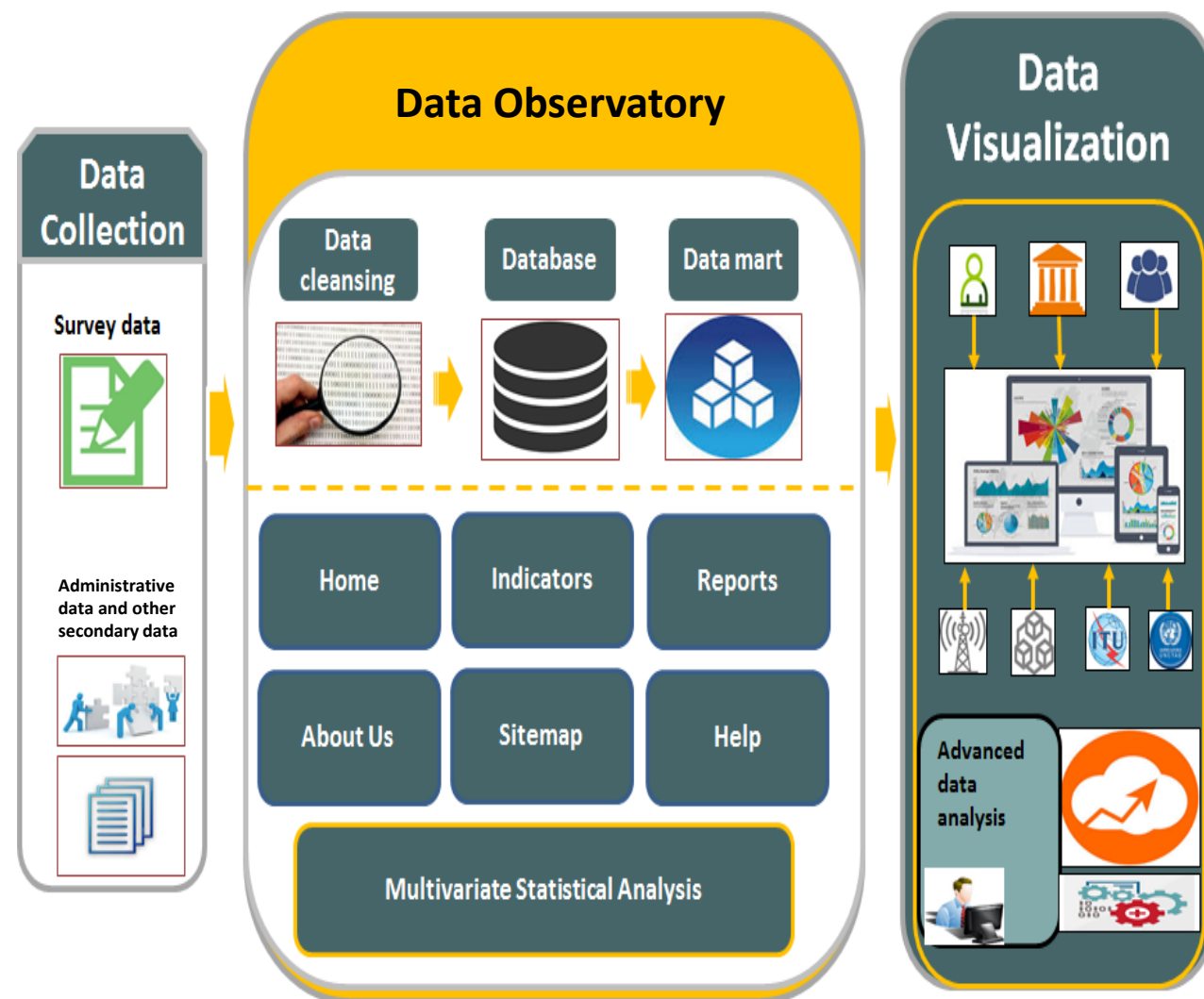
OUR CORE VALUES

- 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

CONTACTS

REMINDERS

SCHEDULES

PROPOSALS

CALL HISTORY

MEETING NOTES

TO DO LIST

Our Clients..

OUR LEADERSHIP TEAM

Our Advisory Board

Dr.Sheikha Abdulla Al-Misnad

Dr. Sheikha Abdulla Al-Misnad has over thirty years of leadership experience in Qatar's public space. Qatar University's former and first female President, Professor Al-Misnad is one of Qatar's leading public figures and is a partner in many initiatives geared towards the fulfillment of national development strategies.At the international level, Professor Al-Misnad is a member of several prestigious bodies and delegations such as the UNESCO, United Nations University Council, and others. During her graduate studies at Durham University, Al-Misnad was active in research related to education in the Persian Gulf region, particularly education pertaining to women. Her thesis on "The Development of Modern Education in the Gulf States with Special Reference to Women's Education" was published by London-based Ithaca Press in 1985. She has authored more than 50 articles published in various specialist journals during the span of her career. Al-Misnad was an active member of the Steering Committee of the Symposium at the UNESCO World Conference on Higher Education Applicability to the Arab States of the Persian Gulf, which was held in Doha from December 5 to December 7, 1999.She has been a member of the United Nations University Council (UNU) since June 2004. Her distinguished career in education has gained her a wide and esteemed reputation not only in Qatar, but also in the broader region and in international arena. In January 2008, she was awarded an honorary doctorate in Civil Law by Durham University in acknowledgement of her achievements in education.

T S Mohan Krishnan

Mohan has over two and half decades of experience in marketing, research, analytics and consulting industry. He has advised both private and public sector organizations in diverse sectors such as ICT, Energy, Environment, Logistics, Steel, Automotive, FMCG, IT and financial services markets.Mohan started his career at Development Alternatives, a sustainable technology NGO after graduating with a Bachelor degree in Engineering from the Indian Institute of Technology, Delhi. At Development Alternatives, he worked on appropriate technology working with a team that built the TARA semi-automatic loom. He was involved in project involving adaption of Khadi weaving on TARA loom setting up income generation centres in Datia, Madhya Pradesh.Later, after completing his MBA for the Faculty of Management Studies, Delhi University, he joined IMRB International, a WPP Plc., owned market research firm. He has worked in IMRB for nearly two and half decades heading verticals including B2B & Technology, Consumer quantitative research, Social research and quality management functions. At IMRB, he was instrumental in setting up the eTechnology practice Group, a recognized authority on IT and internet databases in India. Between 1998-2001, he advised Telecom Regulatory Authority of India (TRAI) in formulating and implementing the measurement process for Quality for Telecommunication Services (QOTS) in India. He has been a member of the national telecom and broadband committee of Confederation of Indian Industry for over five years. He has also presented papers at the International Telecom Union (ITU) Conference.

Tariq Gulrez

Tariq is an expert in international benchmarking, progress monitoring, research designing and modelling. He lead development of framework for Transport and Communications indicators at national level with focus on identifying actionable improvement areas. Qatar's ICT Observatory – national source of ICT indicators was conceptualized and launched under his supervision. His participation was also eminent in developing the Performance Monitoring System for national transport sector. Until2018, he managed national ICT Landscape Reports of Qatar since its first publication in 2009. He is a member of policy advisory board at Social and Economic Survey Research Institute, Qatar University since 2012. Tariq is also a member of the expert group at UN-ITU and has been technical reviewer of World Economic Forum, Universal Postal Union and Qatar's Digital Government Indices. Tariq chaired World Association for Public Opinion Research 2015 regional conference session on New Technology for Data Collection. Recently, he has delivered a paper on niche Fintech to University of Cambridge. He is advising chairperson of JAMCO in modernizing and diversifying their family business. Tariq is also advising management team of Foresight Consultancy around tie-ups and market entry with focus on Market research, Analytics, Blockchain, Image and Video analytics, and AI technologies.He was trained at United Nations – International Telecommunications Union and UNCTAD on monitoring Households, Individuals and Business indicators. Tariq holds two master's degree – M.B.A and MSc.

MANAGEMENT TEAM

MOHAMED MANZOOR
Chairman

- ✓ 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

- ✓ 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

- ✓ He has wide networking and task management skills and has excellent reputation of building credibility, establishing rapport, and maintaining communication with clients and stakeholders

- ✓ Manzoor's areas of expertise includes Business Development, Business transformation, Restructuring and turnaround, Integration and Growth strategy etc.

RAJESH K
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
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 word'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

MANAGEMENT TEAM

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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