DATAMATICS

**TRANSFORM
TO PERFORM**

RESEARCH
& ANALYTICS

Smart blend of technology solutions for the Market Research industry

THE SIGMA OF MR + TECHNOLOGY

Datamatics' Research & Analytics Division offers a smart blend of technology-based solutions that are aligned with the unique needs of the **Market Research (MR)** industry. This division is a specialist provider of end-to-end data management solutions spanning across processes and operations that are outsourced for the data-oriented projects.

Datamatics' solutions and services are powered by decades of experience in out-of-the-box approach of problem solving. Through our offerings and advice, we provide our global clients with the required tools and services to maintain a competitive edge enabling business transformation, process leadership, precision, collaborative technology and global reach.

Datamatics' SIGMA signifies introduction to the new research channels powered by latest technology frameworks and an integrated approach. With

technological capability to execute complex programs and projects, Datamatics offers a range of engagement models to work with – from tactical project-led deliveries to high-value joint investments with strategic partnership in sight.

Datamatics is an acknowledged member of leading industry associations globally. This demonstrates our commitment to abide by the code of ethics followed by global research organizations.

Our strong global partnerships and alliances with several leading technology players give us access to the latest business practices.

The proof of our promise lies in that 7 of the world's 10 largest MR agencies are benefitting from the Datamatics' "MR+Technology" advantage!

DATAMATICS PRODUCTS

Datamatics empowers you with its suite of automation solutions and services towards clutter-free and seamless operations -

DATAMATICS
SENTIpede
Social Media Listening

DATAMATICS
TruBot
RPA Solution

DATAMATICS
TruCap⁺
Optical Data Ingestion

DATAMATICS
TruAI
Data Integration using Text Analytics

DATAMATICS
TruBI
Data Visualization

MULTI-TIERED SOLUTIONS

– TRANSFORM TO PERFORM

Data Preparation

Streamlines data from different sources using workflow integrated smart tools in to pre-defined electronic formats -

| Optical Data Ingestion through multiple data sources; for example, scanned documents, social media, emails, etc., using TruCap⁺ | Multi-lingual Transcription and Content Analysis from audio & video recordings supported by Speech-to-Text and Text Analytics engines | Verbatim Coding through a combination of Natural Language Processing (NLP) based automation and skilled coders in industry standard platforms |

Data Integration

Offers expert-assisted integration of data received from different sources using latest MR technologies -

| Survey Programming using SPSS Dimensions, ConfirmIT, Decipher, SawTooth, Nebu, etc. | Data Processing using SPSS Dimensions, Quantum, Python, etc. | Data Validation – Robotic testing of data |

Data Management

Unifies data in to a single repository to facilitate analysis using Enterprise Business Intelligence framework -

| Consulting and Advisory – Data management practices towards Big Data & Analytics | Multi-source Data Integration | AI-based Knowledge Repository with Semantic Search and Document Archival & Tracking |

Data Visualization

Offers tools for creative visualization and interaction with unified data along with real-time reporting and hot alerts -

| Charting & Reporting using proprietary software and industry standard tools | Creative and Design services – re-designing the mundane slides into intuitive infographics | Interactive and DIY Dashboards using TruBI and other industry standard platforms |

Advanced Data Modelling for Multi-source data

Facilitates seamless data democratization through data modeling and analytics towards generating "actionable insights" -

| Data and Pattern Mining to determine trends and forecasting | Highly actionable Segmentation using advanced methodologies for improved targeting | Outsourcing partner for Predictive Analytics and Simulation Programming | Social Media Analytics |

Enabling Services / Automation

Empowers you with enhanced operations-automation tools to improve quality, reduce TAT, and increase cost savings -

| Automation and Process Re-engineering | Deployment of Robotic Process Automation (RPA) | Integration of Mobility in existing work-flow, Mobile Apps | Development of AI-based Knowledge Repository for monetization of data assets |

ABOUT DATAMATICS

Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection.

Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit www.datamatics.com

Read more about
Research & Analytics offerings

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