

DATAMATICS

FROM OUTSOURCING TO OWNERSHIP

A low-risk pathway to scale, savings, and innovation



THE CHALLENGE FOR MARKET RESEARCH FIRMS

- Rising client expectations, shrinking margins, faster turnarounds
- Teams stretched thin between delivery & client engagement
- Outsourcing ≠ Control or Long-Term Scalability
- The need: A strategic hub blending cost efficiency + capability ownership

THE DATAMATICS ADVANTAGE: AI-FIRST GCCs

Datamatics Global Capability Centers (GCCs) that fuse efficiency, ownership, and technology to help MR firms thrive amidst rising expectations and shrinking margins and turn today's challenges into scalable growth

Expertise:

- >> Reduce the cost of legacy operations to invest in AI transformation
- >> Access expertise, control and own IP
- >> Implement AI to future proof operations

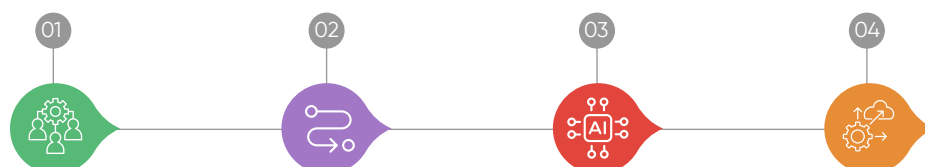
DATAMATICS' 4-STEP BOOT: BUILD-OPERATE-OPTIMIZE -TRANSFER

Build
Scope, design
& implement

Operate
Datamatics runs
delivery (SLAs, QA)

**Optimise &
Transform**
Re-imagine the
legacy processes
to adopt AI

Transfer
Transition
back to client



WHY DATAMATICS GCCs?

We are the only partner that truly understands both Technology and Market Research

Our GCCs deliver

Specialized Talent	Cost Efficiency	Innovation & R&D	24/7 Coverage	Digital Transformation
GCCs provide skilled STEM professionals for innovation and rapid digital scaling	Cut operational costs by 30–50% versus onshore centers	Drive product development, patents, and research in AI, ML, and cloud	Follow-the-sun model ensures continuous delivery and resilience	Automation of Research Workflows with AI enabled insights

WHAT MAKES US UNIQUE?

✓ Insights	✓ Technology	✓ Process
200+ years of combined MR, consulting & analytics expertise - Affiliations with MR bodies (ESOMAR, MRA, MSPA, etc.) - Proven ability to manage large, diverse data sources - Data scientists driving brand strategies with connected data	- Tech-driven delivery at every stage - Cost savings through automation & efficiency - Digital end-to-end processes (collection to dashboards) - Expertise in Data Lakes & Warehouses	- SOPs driving all implementation - Governance to ensure the right metrics are monitored - Implementation of process, tech & data science models

THE DATAMATICS PROMISE

With Datamatics GCCs, you don't just optimize operations you future-proof your market research

Powering Research. Enabling Brilliance

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