

## **Research Reporter and MarketSight give research buyers secure, direct access to dynamic crosstabs and charts over the Internet**

**25 May 2010. Melbourne, Australia, and Cambridge USA.** Insight Marketing Systems and MarketSight today announced a technical alliance that will allow research buyers to securely access and analyse research results online using an integrated web-based solution developed by the two industry-leading firms.

Insight Marketing System's Research Reporter solution gives research buyers the ability to distribute, control and track research within their businesses. The MarketSight analytics platform allows sophisticated statistical analysis of data as well as the creation of attractive, interactive, client-ready reports. The seamless integration of these two online platforms will allow client-side research teams to give their internal clients instant, controlled access to results online without having to create and distribute individual updates as new data is made available.

"Research Reporter gives corporate research teams the ability to control who within their organisation can access research", said Chris Forbes, co-founder of Insight Marketing Systems. By linking through to dynamic, online charts and crosstabs powered by MarketSight, our clients can now promote, control and monitor the use of results from each wave of a tracking study, without the administrative effort of creating, checking and distributing numerous individual files. We believe this capability will further enhance the professionalism and efficiency of our Research Reporter clients."

Michael DeNitto, Marketsight CEO commented on the integration, "the MarketSight platform is a great tool for agencies to quickly create compelling charts and reports for their end clients. The integration with Research Reporter will allow agencies to go the last mile in ensuring each wave of results can be accessed and analysed in real time, by both the client-side research teams and the business units relying on those results."

### **About Insight Marketing Systems and Research Reporter**

Insight Marketing Systems is the company behind Research Reporter, a SaaS-based application specifically designed to help corporate Insight Teams turn their research into a true source of competitive advantage for their organizations.

First launched in 2001, Research Reporter is now used by global market leaders including HSBC, Kraft, Kodak, Mars, Nestle, JP Morgan-Chase and Wrigley.

Insight Marketing Systems is based in Melbourne, Australia, with offices in USA and the UK. For more information please visit [www.researchreporter.com](http://www.researchreporter.com)

### **About MarketSight**

MarketSight LLC, based in Cambridge, Mass., develops and markets the industry's easiest-to-use SaaS-based data analysis and reporting solutions for market researchers and analysts. By streamlining the research analysis process, MarketSight's solutions enable organizations to realize more value from their research and make results accessible to a broad group of business users.

With thousands of users at hundreds of clients such as IBM, Microsoft, Nielsen, PepsiCo, TNS, and Wal-Mart, MarketSight stands apart in the industry by offering rich analysis and reporting, combined with global shared access to data and highly graphical reports, in a secure, hosted, web-based environment. For more information, please visit [www.marketsight.com](http://www.marketsight.com)