



Advanced Market Research

GLOBAL DATA
COLLECTION

SPECIALIST IN
B2B TARGET
GROUPS

CATI - ONLINE -
FACE TO FACE



01

Welcome

PAG. 3

03

Global Data Collection

PAG. 12

05

Quality Control

PAG. 18

02

About AMR

PAG. 6

04

Project Management

PAG. 15

06

Our Clients

PAG. 21

01

Welcome to AMR

The quality leader for global data collection

Business leaders of today need to be agile to rapidly-changing environments, rising opportunities and unforeseen changes. AMR provides reliable data required to make informed decisions. Just ask, we answer.



“

When I got into this business over thirty years ago, I made two promises: one, to never compromise on quality, and two, to foster a culture of respect for clients and colleagues alike. It is my pleasure to have kept these promises and watched AMR grow into the multicultural data collection house is today. We are serious about what we do, supporting each other along the way ”

Ulrich Buchholz

Managing Director

JUST ASK, WE ANSWER



JUST ASK, WE ANSWER

02 About AMR

Over 35 years of experience

AMR - Advanced Market Research.

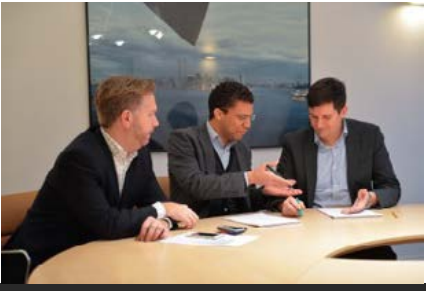
AMR was founded in 1981 to provide market research services in Germany. Our mission then: **to become the leading provider for international B2B data collection.** Now with 50+ CATI stations and experience in 70+ countries, 30+ languages, and 50+ partners across all methodologies, we can proudly say: mission accomplished!

Still, what matters most is our clients – and exceeding clients’ expectations. Over these 35 years of practicing and perfecting our trade, a few specialties have surfaced that give our clients an edge. With pride and confidence, we offer:



Accurate, decision-ready data...

Our guaranteed:clean approach means for any survey we program, we guarantee that your data is readable, matched to your data map, and 100% validated and verified. There are no compromises when it comes to data quality, and we implement the strictest logic and plausibility controls to ensure your data is reliable from day one.



...difficult-to-reach target audiences...

We have the right contacts, sampling methods, interviewers and proven techniques to help you both find the proverbial “needle in a haystack” and engage them to capture the feedback you need. We’re especially skilled with B2B audiences: executives, professionals, physicians, programmers and politicians.



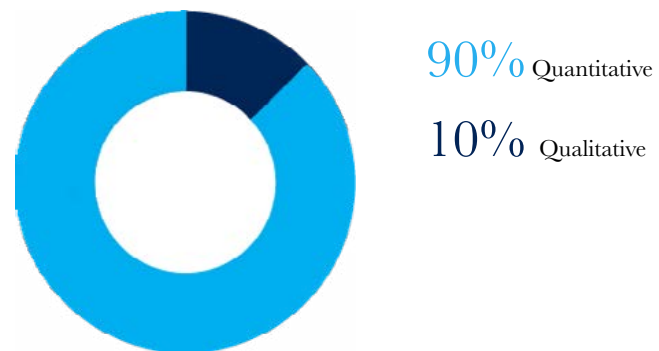
...with on-time, frustration-free delivery!

We are peerless in our project management skills. Regardless of how or where your data is collected, we at AMR centrally-manage the entire process for you - from programming and sampling to data processing and delivery – giving you a single point-of-contact and transparent accountability.

We strive to improve our organization, and our clients' results, every day, to seamlessly deliver guaranteed:clean data that both research suppliers and buyers can rely upon.

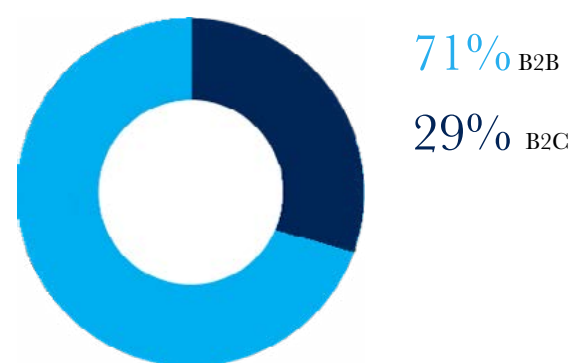
What we do

Type of studies



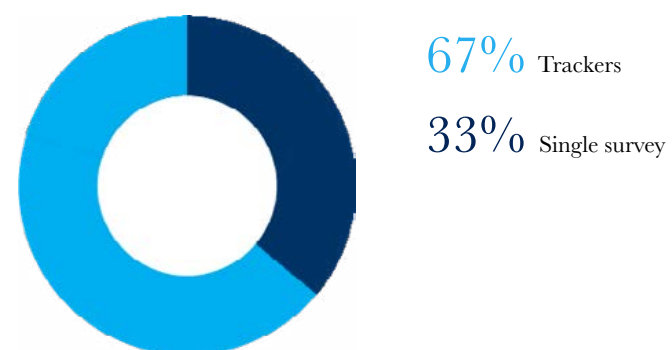
90% of our studies are quantitative. We also have the ability and facility to do focus groups and in-depth interviews, often as a phase 2 for quant projects.

Audience type



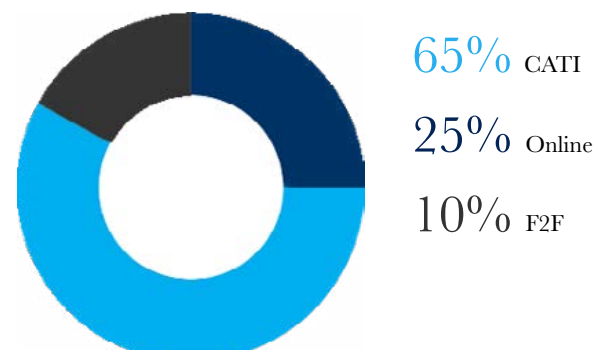
71% Most of our work is B2B, with proven ability to engage even the most sought-after professionals in IT, Finance, Healthcare, Telco, Retail, and Hospitality – as well as government and academia.

Frequency



More than 60% of our business is from ongoing tracking studies.

Methodologies



CATI is in high demand and thriving, particularly for B2B audiences and “top-ups” to finish off-online studies.



“

There are several milestones in each company history. The employees of AMR have certainly defined most of them. thanks to two key features: model based on international data collection adapted to the current globalization, and an excellent team of project managers, creative and collaborative, capable of enriching extraordinary values, experiences and solutions through knowledge and acquired skills. Working at AMR has been a decisive step in my life, expanding my holistic view of business and providing growth opportunities for our clients.”

Paulo Ayala

Marketing Director

Advantages for your company

**Reliable**

Count on us to conduct projects with the highest integrity

**100% validated and verified data**

Receive guaranteed clean data, ready to be analyzed

**Single source for global data collection**

Cover 70 countries with CATI, Online and F2F methodologies

**Available 24/7**

Ensure that your project continues regardless of the response timezone

**On-time, every time**

Trust us to meet your fieldwork deadlines

**Competitive prices, incomparable value**

Save project management costs in your multi-country projects

**Frustration free**

Achieve all your goals

**100% In-house CATI**

30 languages, 50 CATI stations, 600+ interviewers



03

Global Data Collection

CATI, Online, Face to Face

JUST ASK, WE ANSWER

Global Data Collection, At Your Service

You need data – we can get it for you: smoothly, on time, and guaranteed: clean. We are your *single source* for multinational data collection online, by telephone, and/or face-to-face interviews. The entire process is managed centrally, with global reach – including multilingual fluency that encompasses cultural nuance – and the strictest quality control procedures. What's more, the entire process can be customized to your needs.



CATI

We know CATI: we've been doing Computer Assisted Telephone Interviewing for decades! And, particularly for B2B studies or consumer research in developing areas, CATI can still be the best approach when it comes to response rates and representativeness.

We have over 50 CATI stations, housed in our headquarters in Dusseldorf, Germany. The city itself is a melting pot of cultures, and our facility even more so: our multicultural interviewer base can cover over 30 languages, navigating even the most complex and lengthy interviews with ease. The location is an advantage too, allowing us to reach across global time zones with 24/7 availability. But the best part: the ability to execute CATI in-house, with no outsourcing, gives unparalleled control over interviewers and the entire process, so that the resulting data is of the highest quality.



JUST ASK, WE ANSWER



ONLINE

We specialize in *complex* online surveys. Always up for a challenge, we've never met a questionnaire we couldn't handle. Even the most complicated screening, routing, and logic requirements are programmed to be up and running in no time. And with over 50 partners in online panels, we'll make sure the right people (not robots!) respond.



FACE TO FACE

With over 25 regional partners, we offer global management with local reach for all your in-person interviewing needs. Our most tried-and-true approach is in large-scale exit interviews for retail, trade fair and airport studies – utilizing tablets and mobile devices for accurate and immediate data capture. General population studies for governments, and student research for universities, also do well face-to-face.

In-depth interviews (IDIs) and focus group discussions (FGDs) can be done in our own facility in Dusseldorf, frequently as a follow-on to quantitative studies.



JUST ASK, WE ANSWER

04

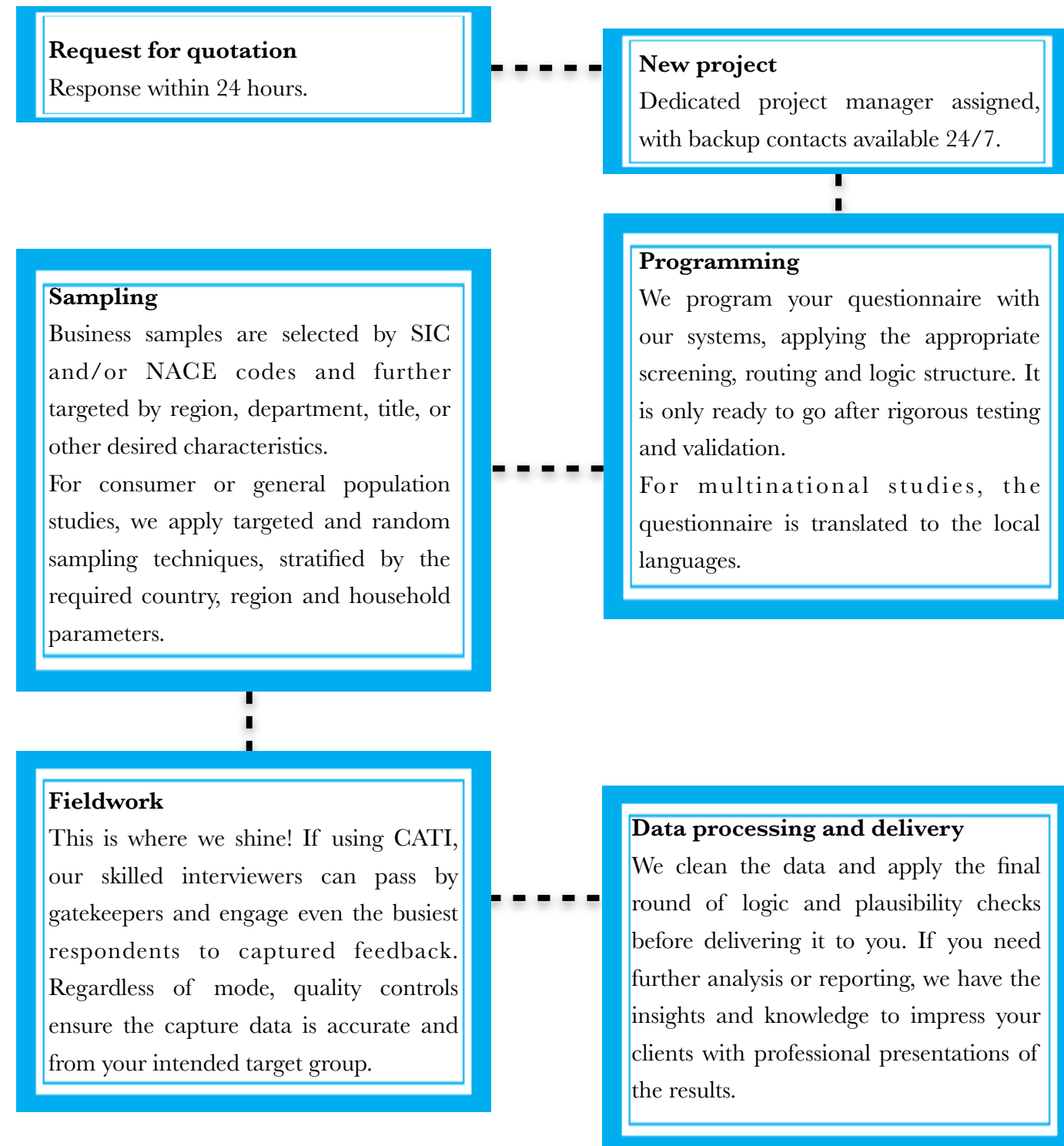
Project Management

How we work for you

JUST ASK, WE ANSWER

What to Expect, Smooth Project Management

Regardless of the method by which your data is collected, we make sure the entire process runs smoothly. It all starts with a dedicated project manager, who will be your single point of contact and accountable for on-time and on-budget delivery of your project. We've been practicing and perfecting this process for 35 years, and implement the strictest quality control procedures throughout.



05 Quality Control

Guaranteed clean

Rigorous Quality Control Procedures

AMR performs extensive quality control checks throughout fieldwork, and conducts a comprehensive cleaning program to deliver reliable results for informed decision-making. But quality is top of mind at AMR before data collection even starts. Instead of just cleaning up “bad” data at the end, we employ quality, logic and plausibility checks throughout the entire process, which is all managed by a central project manager. Such total immersion of the project manager in all aspects of the project – with programmers, interviewers, field supervisors and the DP team – facilitates a consistent and proactive approach to delivering data of the utmost quality.

DATA QUALITY CONTROL

Surveys are programmed with the appropriate screening, routing and logic embedded from the start. Only after rigorous testing and validation will the project move to fieldwork.

Data integrity and plausibility checks are performed on all collected data, and any outliers or inconsistencies – “straight-line” responses, or interview duration anomalies – are removed. We guarantee your data will be 100% verified, validated and matched to your data map requirements. You only get reliable, decision-ready data that you can count on.

Live monitoring is done on 5% of all interviews, to ensure data is accurate and the respondent fits the target group.



CATI

- Only proven and experienced interviewers are employed
- Intensive training on both research and communication techniques
- Live call monitoring on 5% of each interviewer’s work
- We use Nebu and Xlite Sytel dialer



ONLINE

- Only verified and credible panelists are used – subject to digital finger-printing and ISP check
- Data is checked for straight-lining, implausible response patterns and unusual duration lengths
- Monitor live data reports online



FACE TO FACE

- Only proven and experienced interviewers are employed
- Surveys are carefully designed for in-person interviewing, whether on paper or with tablets/mobile devices
- All fieldwork is monitored on site, or routing is tracked and monitored by geo-location

06 Our Clients

Cases that highlight each advantage AMR offers; testimonials that span the globe

“The market research industry is continually evolving, yet one thing will never change: the need for reliable data to inform decision-making. The ability to capture information about opinions and behaviors in a usable format will never go out of style. Our clients have demanded this from day one; we pride ourselves on our ability to deliver”

Michael Niedan

Finance Director

Our Clients

The heart of our business is our clients: we do what we do for them! Over the years, we've worked with over 600 organizations, and most of them are still clients today. Together, we've conducted some pretty amazing studies, which have informed some pretty serious decisions. The success of our clients, and our clients' clients, is what matters most.

Sample Client Projects

Global Airline - reliable data for the "most expensive" decisions

5th year of tracking study for a global airline - across 33 countries with 33,000+ interviews/year – to help determine where to invest multiple millions of dollars towards sports sponsorships

Government - fast turnaround

Online political survey across 15 EU nations turned around in 4 days among voters and non-voters alike.

Doctors - long CATI interviews

Medical research requiring careful recruitment of doctors, in 6 countries over 4 years, who treated hereditary angioedema. AMR conducted **60 minute IDIs** with results informing a global initiative to combat the disease.

Traders - difficult to reach audience

A US-based financial media firm wanted to target professionals trading large volumes of block shares using EFTs. Time is literally money for these folks, but AMR used CATI to both find and engage these decision-makers.

Cosmetics - truly global F2F

A four year tracking study for a cosmetics company, conducting 300 in-person interviews/year in **Japan, France, Mexico, UK and the USA**: a truly global project.



Worldwide
reach



Centralized
operations



Available
24/7



Data
validated



Data
protected

What our clients say about us



“Once again you have proven what we appreciate so much about AMR - **reaching difficult B2B target groups very reliably and much faster** than most other agencies I know.”

TNS, Hong Kong, China



“We have always had a very good cooperation with AMR and we have been able to **trust in them to deliver the high quality research** that our clients demand.”

Scandinfo, Göteborg, Sweden



“Not only is AMR proactive in project scheduling, sample issues and data collection concerns, but they also provide an **invaluable resource** in identifying possible cultural nuance issues.”

Answers Research, California, USA



“Perhaps AMR's greatest strength is its ability to handle **extremely complex quantitative research** using several methodologies.”

Yougov, New Jersey, USA



“Beside their professional expertise, we especially appreciate the **international coverage and short term realization.**”

Mercuri International, Meerbusch, Germany

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