

## Ugam and Techneos to deliver leading mobile research option to market research professionals & brands

February, 2011 – Ugam Research Solutions, a leading global provider of offshoring market research operations recently formed a partnership with mobile market research leader Techneos.

The partnership will leverage each company's existing capabilities, using market-leading research tools in mobile, for the benefit of delivering more comprehensive behavioural data and access to new audiences for market feedback to market research users and suppliers.

Research on mobile devices like the iPhone, iPad, Blackberry and Android phones is increasingly being recognized by market researchers and marketing professionals as a revolutionary approach that reliably provides rich, qualitative and quantitative views/insights on people's expectations, motivations and intentions with respect to brand affinity, purchase decisions and more that other methods have not been able to capture.

Techneos is the premier provider of mobile market research solutions that engage people at the point of experience, capture rich data like multi-media and geo-location information as well as respondent-triggered diary and ethnography research using their Survey On Demand Application (SODA) platform. The partnership between Techneos and Ugam ensures a scalable resource pool of SODA-certified practitioners is available to deliver leading research solutions on mobile devices.

Dave King, CEO and Director of Techneos said, "We are delighted to have formed a partnership with Ugam which will allow our clients to gain access to cost effective services through the SODA platform. The rapid adoption of our mobile research solutions has created a need to expand our technical and support services. Ugam's reputation as a premier service provider will help us support this growth and also allow us to jointly introduce our solutions to a shared and expanding customer and prospect base." Speaking about this development, Sunil Mirani, CEO, Ugam Research Solutions said, "Our partnership with Techneos is a win-win arrangement as this helps Ugam make a strong foray into the mobile research space and while our services complement Techneos' strong mobile research vtechnology enabling us to take a comprehensive mobile research solution to clients."

### About Ugam Solutions :

Ugam Research Solutions is a leading provider of research operations to Market Research firms across the globe with 1000+ highly skilled knowledge associates across the USA, UK and India.

With its sheer scale of operations, completeness of offerings, extensive use of technology, domain expertise, invaluable international experience and global reach, Ugam Research Solutions delivers tremendous value and cost benefits to its clients.

Ugam Research Solutions is online at [www.ugamresearch.com](http://www.ugamresearch.com)

### About Techneos

Techneos is the global leader in mobile market research solutions.

Using mobile survey, feedback, panel, ethnography and digital diary solutions on any mobile device (including iPhone, Android, Nokia and Windows platforms) they provide insightful information of peoples' expectations, motivations and intentions for partners and customers in over 200 languages.

Techneos have provided mobile research capabilities to corporate entities, global market research organizations, advertising agencies, academic institutions and governments, in over 50 countries worldwide, for more than 15 years.

[www.techneos.com](http://www.techneos.com)

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