

# IBI Global Research Solutions

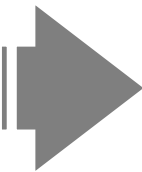


**Data Acquisition**

**Value Addition**

**Leadership Assertion**

**Innovation Beyond Imagination Research Solutions Pvt. Ltd.**



# IBI at a Glance

Over the years IBI has earned a well deserved reputation for providing quality data and surpassing client expectations, by utilizing experienced, capable and dedicated staff, with the latest data collection methods and technology.



## Who are we?

IBI Global Research Solutions is a leading market research firm uniquely able to integrate our people, methods, technology and insights to address our clients' strategic issues, challenges and opportunities.

## What we do?

IBI delivers tailored and proven research solutions specializing in all industry verticals.

## How we do?

Through our rich history, we have grown into a global firm that has amassed a robust offering of capabilities and expertise available to every client.

We would define our relationship with our client as a back-integration of their business and as a working partner.



# IBI Overview

## Growth Story:

Established in  
the year 2011

Today we have done more  
than 4000+ projects Globally  
using various methodologies.

We have achieved  
remarkable milestones  
through quality deliverables  
and timeliness.



# Industry Vertical

Various Industry Verticals in which we conduct Market Research includes:



**Apparel &  
Fashion**



**Energy**



**Healthcare**



**Public**



**Leisure & Travel**



**Retail**



**Manufacturing**



**Finance & Banks**



**Media and  
Entertainment**



**Pharmaceutical**



**Business Service**

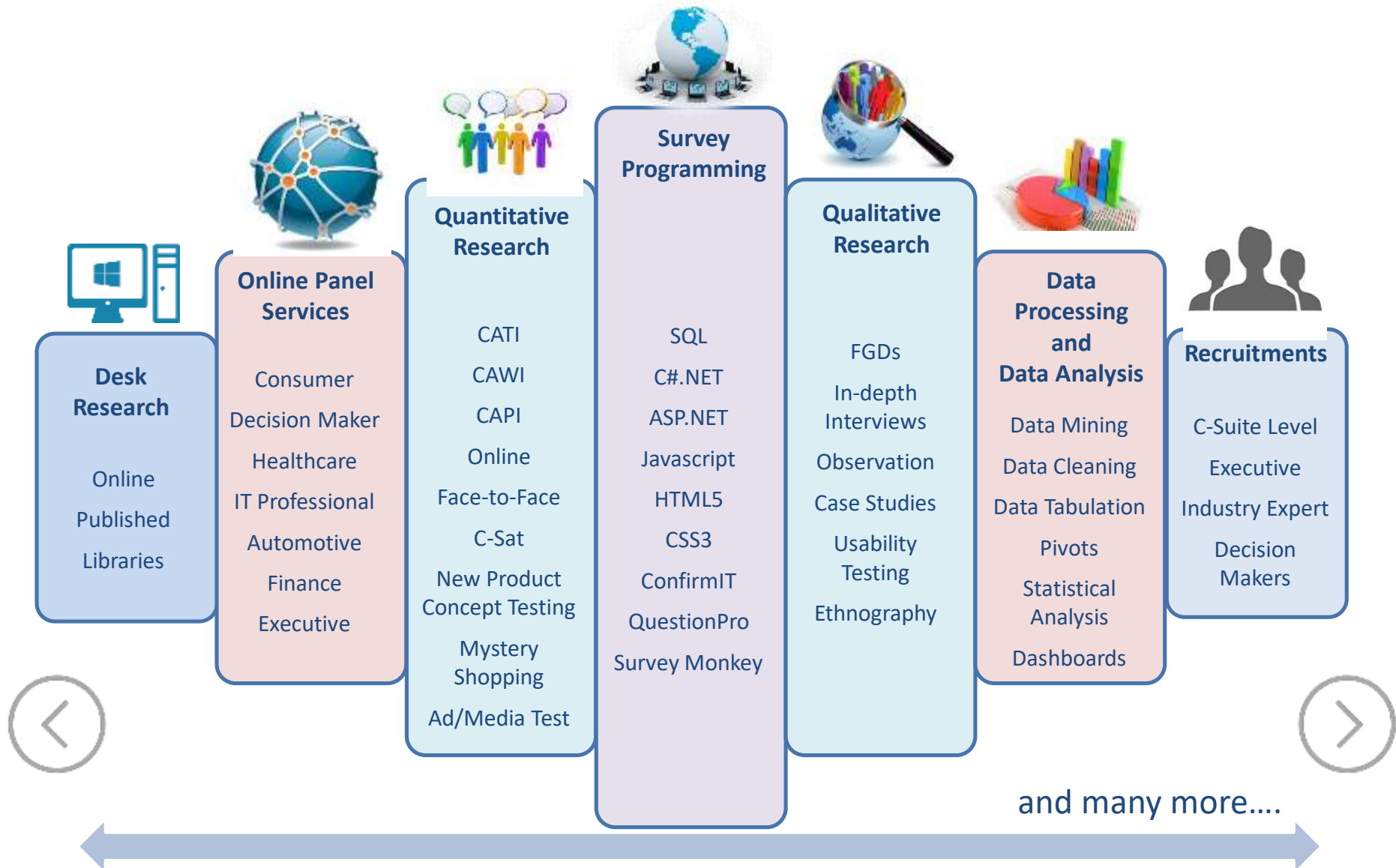


**Telecom and IT**

and many more.....



# IBI Solutions





# IBI Capabilities: CATI

- IBI has industry's best professional interviewing team providing data collection solutions for B2B and Consumers audiences.
- **Our Capabilities:**
  - Dedicated, Professional Interviewers
  - Modern, Efficient and Effective Facilities
  - In-house Programming and Data Processing Team
  - Extensive Quality Control Procedures
  - Experienced language resources
  - Superior data delivery capabilities
  - Extensive Database of business functions like:
    - Company Owner
    - President
    - C- level executives other than CIOs (CEO, CFO, COO, others)
    - Vice President (Marketing, Operations, Sales, others)
    - Director (Sales, Accounts, Marketing, Business Development)
    - Manager (Product, Sales, Brand, Marketing, Business Development, Finance, HR others)



## Language Expertise:

- |           |            |
|-----------|------------|
| • English | German     |
| • Chinese | Japanese   |
| • French  | Portuguese |
| • Spanish | Arabic     |
| • Russian | Vietnamese |

Snapshot so  
far

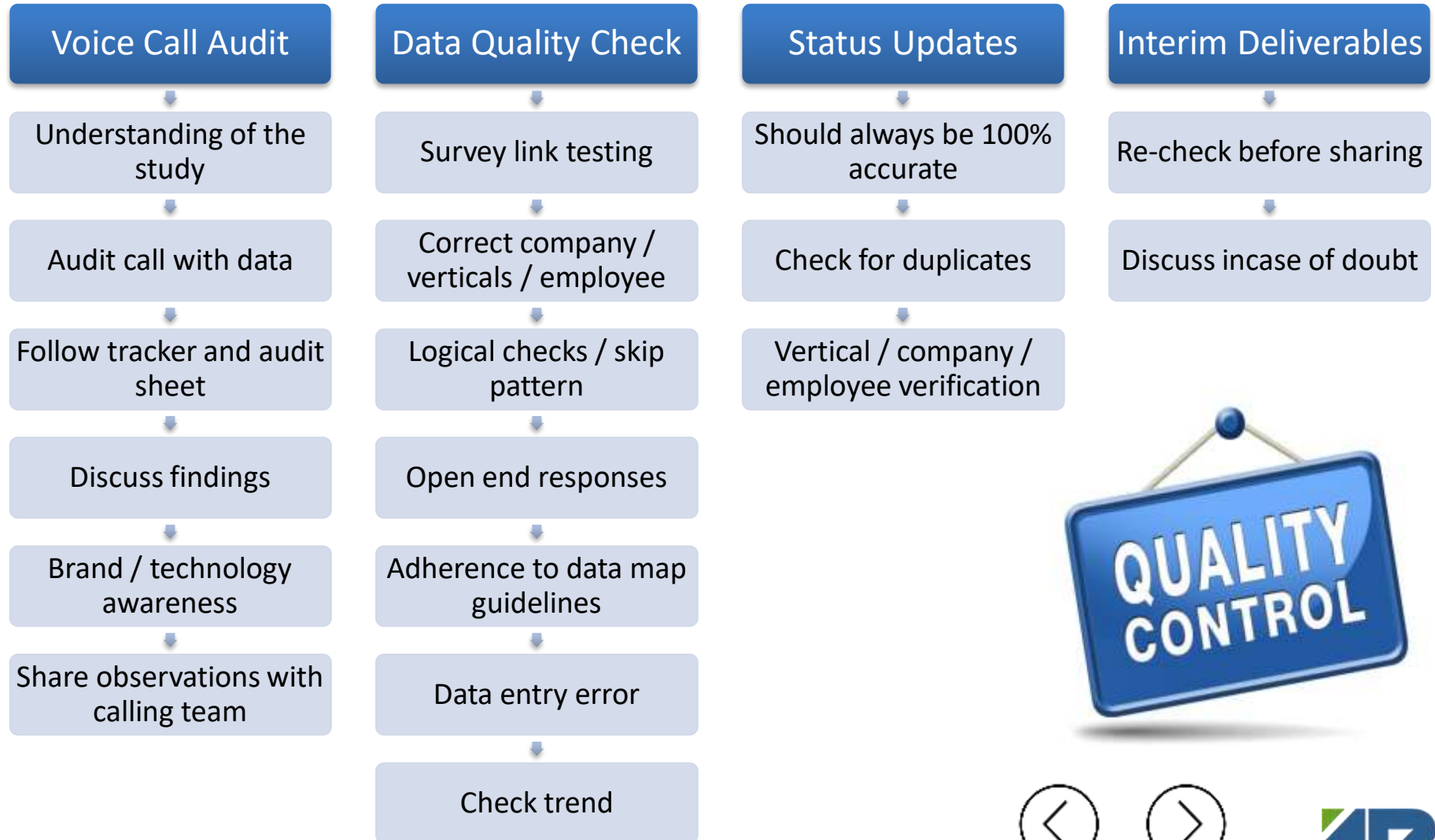
1870 CATI (B2B)  
Projects

409 CATI (B2C)  
Projects



# IBI Capabilities: CATI Quality Control

A dedicated data quality and voice quality team monitor calls made by each interviewer and provide feedback for improvement.



# IBI Capabilities: Online Panel

IBI has experience and capability in providing fast, accurate and cost-effective online sample services for its clients globally. We have made strategic tie up with all major online panel companies to provide quality sample at very competitive price. We provide access to fast and easy gateway for data collection projects in more than 40 countries.

## Countries we cover:

- Austria
- Belgium
- Brazil
- Canada
- China
- Denmark
- Finland
- France
- Germany
- Hong Kong
- India
- Indonesia
- Italy
- Japan
- Korea
- Mexico
- Netherlands
- Norway
- Poland
- Portugal
- Russia
- Spain
- Sweden
- Switzerland
- United Kingdom
- Ukraine
- Taiwan
- Turkey
- USA
- and 12 other

## Online Panel

### Consumer Panel

- Shoppers Panel
- Automobile Panel
- High Net Worth Panel
- Mobile Panel
- Finance Panel
- Travel Panel
- Entertainment Panel
- Teens Panel

### B2B Panel

- IT Decision Makers
- Business Decision Makers
- Software Professionals
- Small Business Owners
- Health & Wellness

## Panel Quality:

- Identity Validation
- IP Address Validation
- Honesty Detector
- Unique Survey Responders
- Engagement Assessment

## Panel Profiling:

- Demographics
- Product Ownership
- Behavior
- Financial
- Vehicle
- Lifestyle
- Occupation and Industry
- Healthcare

Snapshot so far

1483 Projects  
(Consumer Panel)

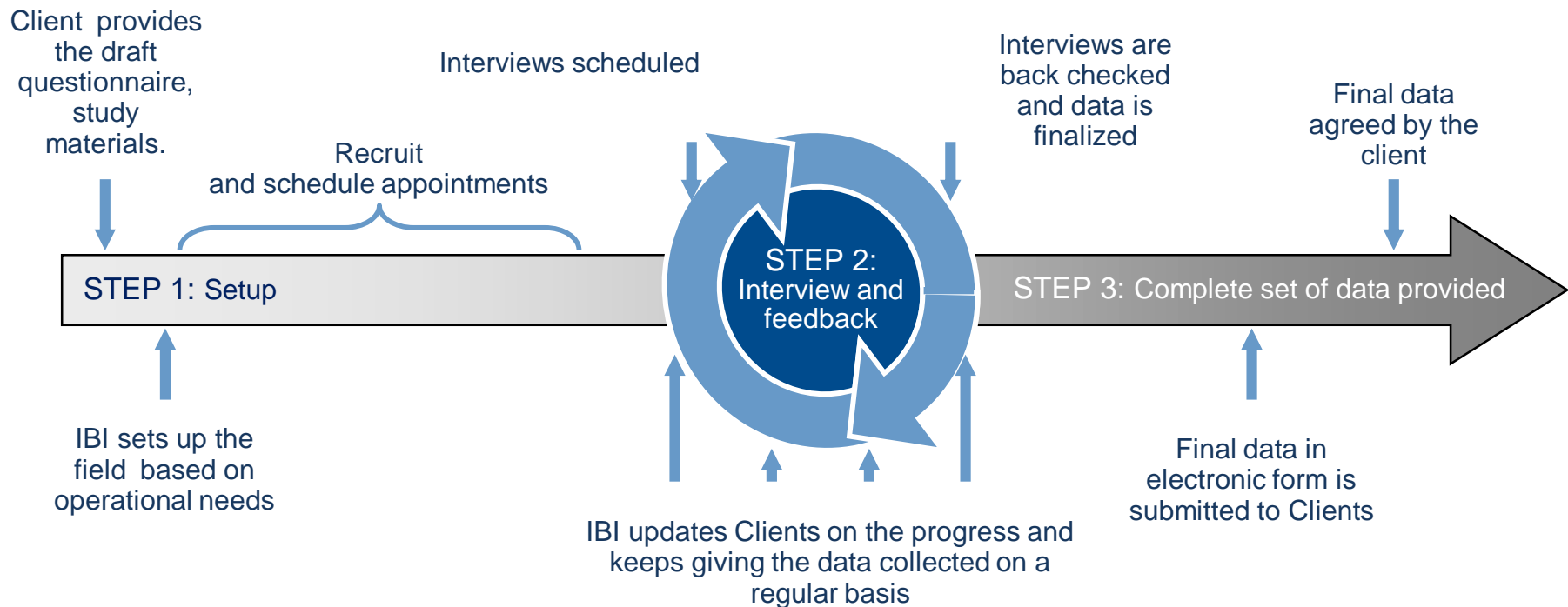
508 Projects  
(B2B Panel)





# IBI Capabilities: CAPI/PAPI

- Strong experience in conducting CAPI, PAPI and recruitment projects across all industries.
- 15-20 tablets + smartphones and laptops for each regions.
- In-house capability of programing surveys as a mobile app which is internet free and compatible with all android platforms.



# Survey Programming and Hosting Capabilities

## Logic

- Branching
- Validation
- Piping
- Looping
- Randomization

## Content

- Grammar, Spelling
- Survey Instructions
- Missing Questions/Options
- Question Flow and Structure

## Layout

- Visual Appeal
- Multimedia Content
- Position of Questions
- Position of Grids & Text-Boxes

## Dashboard

- Status Update
- Quota Management

## Capabilities

- Experienced Programmers
- Programming expertise in C#.net, VB.net, Java Script, J Query, ASP, HTML5
- Ability to handle complex piping, branching
- Complex quota management
- Ability to handle multi-country, multi-language and complex surveys
- Online portal access to real-time data and status update
- Online analytics dashboard showcase tables and charts question wise

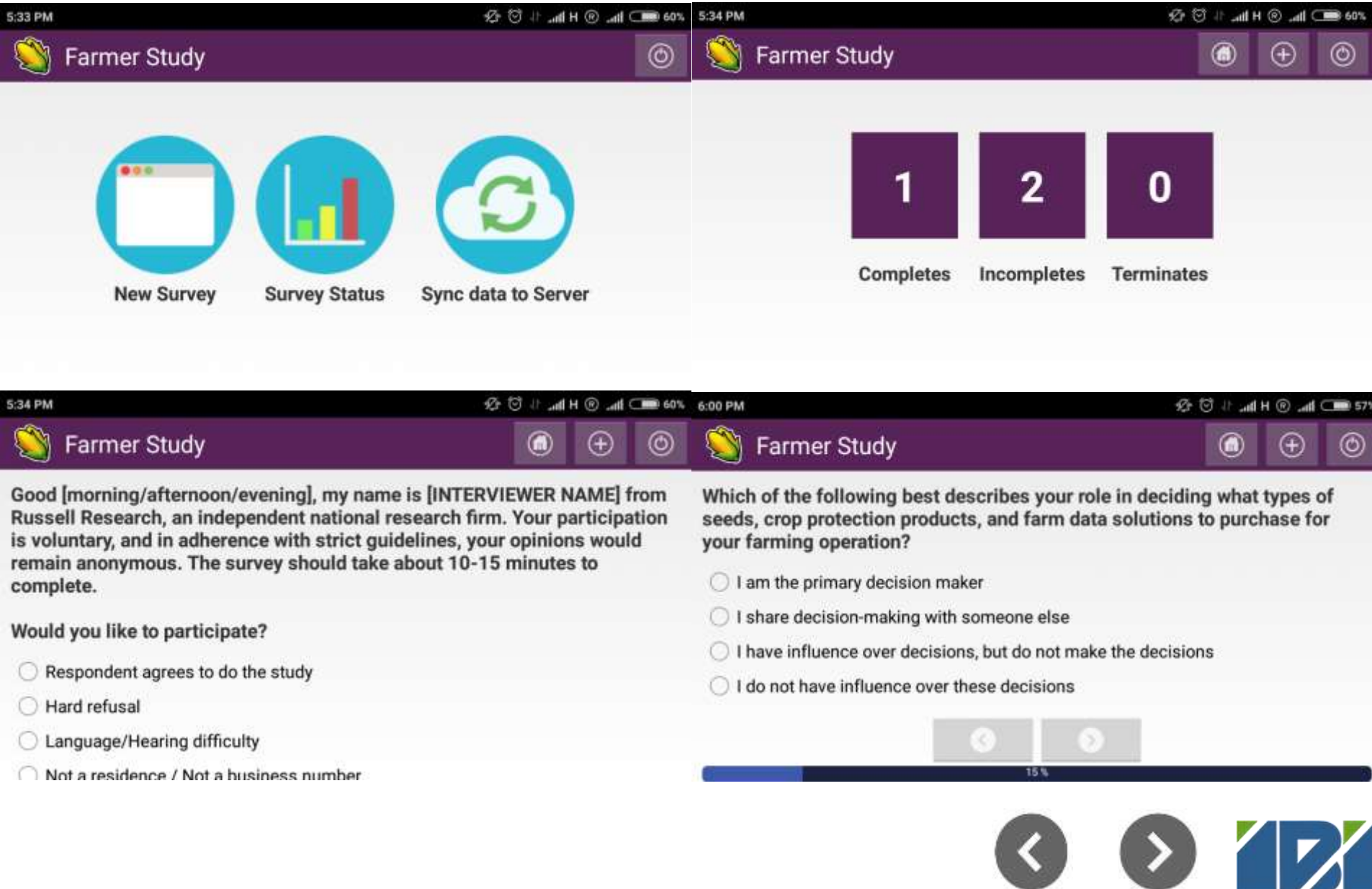
Snapshot so far

Survey Programming  
3712 Projects

Survey Hosting  
3980 Projects

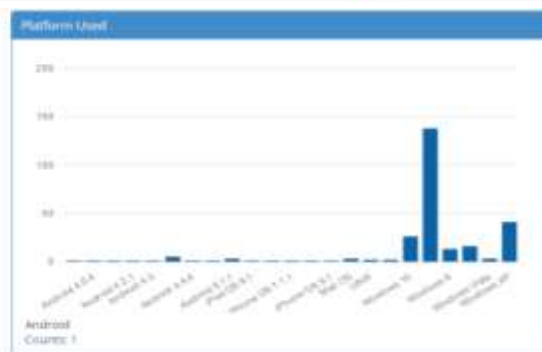
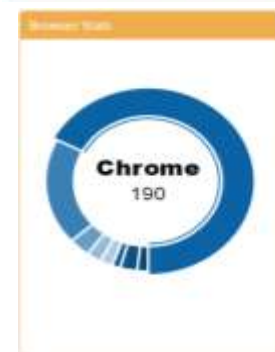
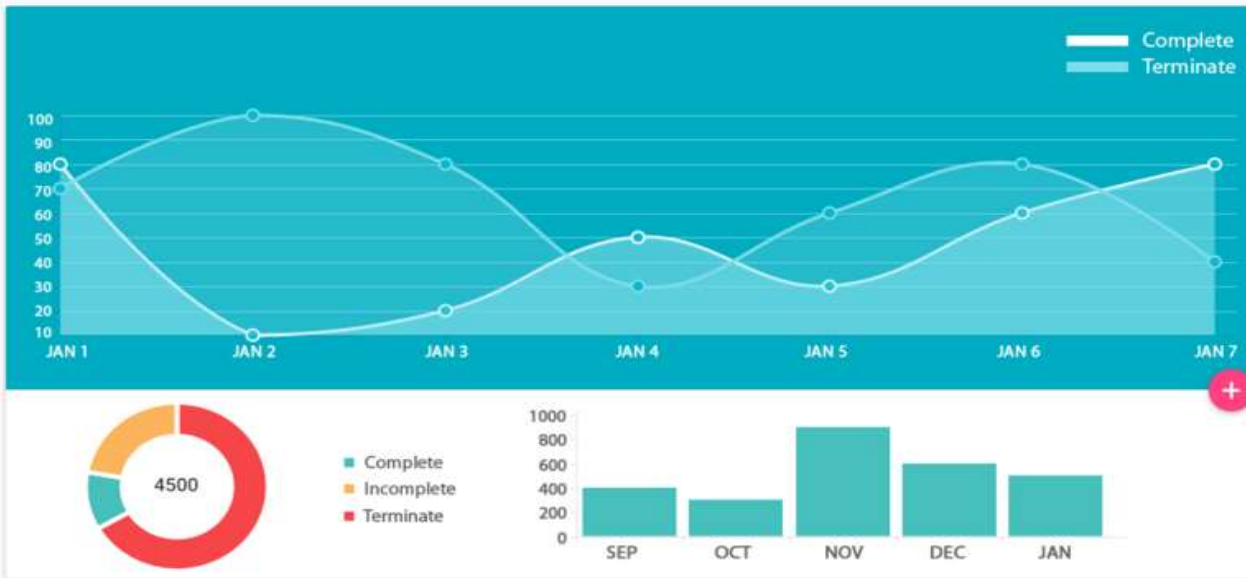


# Android App for CAPI



# CAWI Quality Control: Real-time dashboard

## Dashboard



Our online dashboard shows real-time survey status, tracks respondent log in platforms and browsers.



# IBI Capabilities: Data Processing and Analytics

IBI does more than just '**collect data**'. We provide full service from processing to analytics to reporting and data visualization. We ensure you get clean, accurate data presented in the way that best meets your needs.

## Standard service include:

- Data Validation and Preparation
- Data Cleansing
- Data Merging and Conversation
- Delivery of raw data
- Marginal checks/quality assurance
- Coding of Open-ended Responses
- Data Weighting
- Translation

## Deliverables options include:

- Raw Data Files: ASCII, SPSS, Excel, delimited
- Crosstabs: All variables cross-tabulated by client-defined groups (banner)
- Descriptive Statistics: Frequencies, Percentages, Means, Standard Deviation, Statistical testing between groups



## Analytical Techniques include:

- Multiple and Logistic Regression
- Statistical Tests
- Factor Analysis
- Cluster Analysis and Market Segmentation
- Conjoint Analysis
- Discriminant Function Analysis
- Multidimensional Scaling
- Econometric and Statistical Modeling









# Data Processing and Analytics: Pivot table report



Country (All)   
 Industry (All) 

Q1. Please rate your firm's effectiveness in managing the following processes

	Percentage 					
	 Very Poor	2	3	4	Excellent	Grand Total
Energy management strategy	0.40%	2.00%	24.00%	56.80%	16.80%	100.00%
Energy procurement	1.60%	7.60%	26.00%	46.80%	18.00%	100.00%
Reducing energy usage	1.20%	5.60%	32.40%	45.60%	15.20%	100.00%
Shifting energy usage to reduce peak consumption	4.80%	17.60%	43.60%	26.40%	7.60%	100.00%
Monetizing government incentives for renewables and energy efficiency	16.00%	22.80%	33.60%	19.60%	8.00%	100.00%
<b>Grand Total</b>	<b>4.80%</b>	<b>11.12%</b>	<b>31.92%</b>	<b>39.04%</b>	<b>13.12%</b>	<b>100.00%</b>

Country (All)   
 Industry (All) 

Q2. How important is it for your firm to improve performance in the following energy management processes in the next financial year?

	Percentage 					
	 Very Important	Important	Neutral	Unimportant	Don't Know	Grand Total
Energy price risk management and purchasing	38.40%	42.40%	14.80%	3.60%	0.80%	100.00%
Managing Time of Use for energy consumption	21.60%	46.00%	24.00%	8.00%	0.40%	100.00%
Energy data collection, analysis and reporting	40.40%	46.00%	12.00%	1.60%	0.00%	100.00%
Operational monitoring and management of energy (including remote management)	34.00%	50.80%	13.60%	1.60%	0.00%	100.00%
Asset level energy management	22.00%	53.20%	20.80%	4.00%	0.00%	100.00%
Utility bill management	32.00%	49.60%	14.00%	4.00%	0.40%	100.00%
Energy audits	30.40%	50.40%	17.20%	2.00%	0.00%	100.00%
Developing corporate targets to reduce energy consumption	37.60%	49.20%	10.80%	2.40%	0.00%	100.00%
Integrating energy management with facility optimization	38.80%	48.40%	9.60%	2.40%	0.80%	100.00%
Building business cases for investment	36.00%	45.20%	16.40%	2.40%	0.00%	100.00%
Employee engagement for energy efficiency	45.60%	38.80%	13.20%	2.00%	0.40%	100.00%
Altering manufacturing processes to increase energy efficiency	18.80%	34.80%	24.00%	17.60%	4.80%	100.00%
Assessing energy efficiency of asset purchases	19.60%	54.80%	21.20%	4.40%	0.00%	100.00%
<b>Grand Total</b>	<b>31.94%</b>	<b>46.89%</b>	<b>16.28%</b>	<b>4.31%</b>	<b>0.58%</b>	<b>100.00%</b>



# Data Processing and Analytics: Tabulation

S2\_AUSTRALIA - How many employees work at this company? Please consider only those that work domestically.

	Total	Cloud Non-Users	Cloud Users	Co. data management		Effective Data analytics		Co. 0-15 Years in Business	Co. 16+ Years in Business	Country								
				Satisfied with Co. data management	Not Satisfied with Co. data management	Effective Data analytics extremely/Very Important	Effective Data analytics not that Important			Australia	France	Germany	Japan	UK	US	India	Russia	Spain
BASE: All	100	55	45	64	36	86	14	60	40	100	0	0	0	0	0	0	0	0
Less than 200	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
200 to 300	14	7	7	10	4	12	2	12	2	14	0	0	0	0	0	0	0	0
	14.0%	12.7%	15.6%	15.6%	11.1%	14.0%	14.3%	20.0%	5.0%	14.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
301 to 400	35	16	19	22	13	28	7	25	10	35	0	0	0	0	0	0	0	0
	35.0%	29.1%	42.2%	34.4%	36.1%	32.6%	50.0%	41.7%	25.0%	35.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
401 to 500	16	12	4	10	6	14	2	9	7	16	0	0	0	0	0	0	0	0
	16.0%	21.8%	8.9%	15.6%	16.7%	16.3%	14.3%	15.0%	17.5%	16.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
501 to 600	16	9	7	8	8	13	3	5	11	16	0	0	0	0	0	0	0	0
	16.0%	16.4%	15.6%	12.5%	22.2%	15.1%	21.4%	8.3%	27.5%	16.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
601 to 700	7	4	3	3	4	7	0	3	4	7	0	0	0	0	0	0	0	0
	7.0%	7.3%	6.7%	4.7%	11.1%	8.1%	0.0%	5.0%	10.0%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
701 to 800	3	1	2	3	0	3	0	2	1	3	0	0	0	0	0	0	0	0
	3.0%	1.8%	4.4%	4.7%	0.0%	3.5%	0.0%	3.3%	2.5%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
More than 800	9	6	3	8	1	9	0	4	5	9	0	0	0	0	0	0	0	0
	9.0%	10.9%	6.7%	12.5%	2.8%	10.5%	0.0%	6.7%	12.5%	9.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MEAN	457.98	470.49	442.68	464.55	446.29	468.51	393.29	420.43	514.29	457.98	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

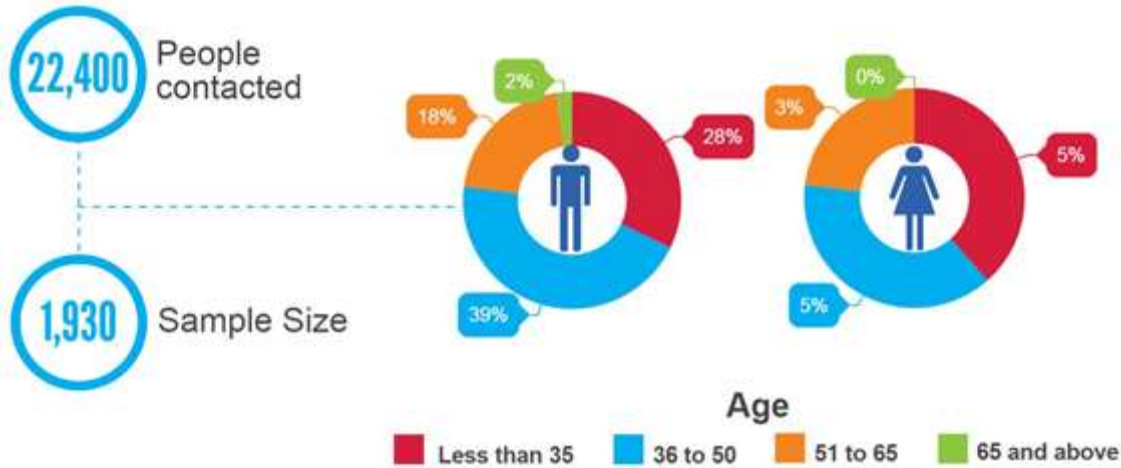
S6 - Which of the following best describes your decision making capacity in your function?

	Total	Cloud Non-Users	Cloud Users	Co. data management		Effective Data analytics		Co. 0-15 Years in Business	Co. 16+ Years in Business	Country								
				Satisfied with Co. data management	Not Satisfied with Co. data management	Effective Data analytics extremely/Very Important	Effective Data analytics not that Important			Australia	France	Germany	Japan	UK	US	India	Russia	Spain
BASE: All who c	766	298	441	450	172	644	122	379	387	85	86	85	85	85	85	85	85	85
I make all or m	413	203	196	253	81	347	66	248	165	67	48	29	28	44	65	52	18	62
	53.9%	68.1%	44.4%	56.2%	47.1%	53.9%	54.1%	65.4%	42.6%	78.8%	55.8%	34.1%	32.9%	51.8%	76.5%	61.2%	21.2%	72.9%
I have a strong	353	95	245	197	91	297	56	131	222	18	38	56	57	41	20	33	67	23
	46.1%	31.9%	55.6%	43.8%	52.9%	46.1%	45.9%	34.6%	57.4%	21.2%	44.2%	65.9%	67.1%	48.2%	23.5%	38.8%	78.8%	27.1%
I make some d	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
I don't make de	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

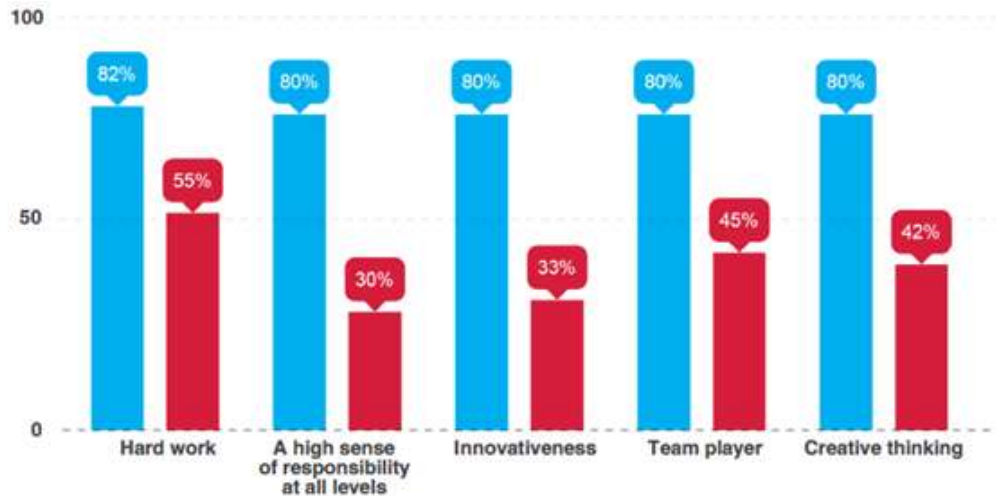


# Data Processing and Analytics: Infographic

## Demographics



## Profile of Respondents



# Client Testimonials

*“ Thank you again for the survey! We are very pleased with the results! We have been impressed by the quality of the service!*

*“ You and your team did a terrific job on this project. You and your team will be at the top of our list in the future for market research projects.*

*“ If I would come here for every project I would. Look forward to working with you again soon.*

*“ We approached the company on a very tight deadline and budget-to help us augment our project. Not only was the team able to partner with us on such a tight timeframe, they also were instrumental in providing tactical guidance in the smooth execution of this project. I am thrilled to have worked with such a dedicated and insightful firm.*

*“ The quality of work that they produce for us is always high, even when working towards extremely tight deadlines. What is particularly impressive is their attitude – they are very flexible both in the way they work with us and in the way they answer research problems.*

*“ It is a pleasure to work with this organization. I always know that we ask questions, we will receive a well thought through answer in a timely manner. Great quality work!*



# Contact IBI



## Contact us:

Address : 410, 4th floor, Pinnacle Business Park, Corporate Road, Near AUDA Garden, Prahaladnagar, Ahmedabad 380015, Gujarat, India

Email : [researchsolutions@ibigrs.com](mailto:researchsolutions@ibigrs.com)

Ph. : +91 79 46035161

Please visit our website for more information: [www.ibigrs.com](http://www.ibigrs.com)

