

<RPO>



Notice The Vigilant Belayer?

He is the anchor. He is part of a mountaineering system based on more than 150 years of experience. He is responsible for giving the climber absolute confidence that he can make it to the top. He is committed to the climber.

Trusting the system allows the climber to focus his energy on the climb and less energy on staying secured.

Let Pulse be the anchor to provide your company with the necessary infrastructure and system to free your resources to focus on creating results for your clients and less on worrying whether there is enough in-house support to deliver on time

Outsource... The New Insource

For the market research industry, speed is the name of the game. The common language now is "real data in real time" and the need for speedier turnaround has put immense pressure on company resources to meet the challenge. Like it or not, the face of market research has changed and Pulse is well positioned to assist in managing that change.

At Pulse, we commit our energy and resources throughout the entire end-to-end research lifecycle from questionnaire programming, translations, data collection to data analysis, enabling MR firms to focus on what they do best - providing actionable 'Insights'. Our total support system is what we like to call **Research Process Outsourcing (RPO)**.

RPO Defined

The fact is that market research industry is now, more than ever, forced to analyse the cost benefit of insourcing versus outsourcing. RPO is a strategic initiative to take advantage of technological advances and the human capital available offshore to fundamentally restructure MR firm's operating model.



Transparent to your end-client, our complete back-end market research solutions integrate seamlessly with your internal systems and processes. As a virtual extension of your business, our symbiotic relationship provides you with the confidence that allows your business to:

- Focus on core competencies to deliver maximum value to your clients
- Transfer fixed costs into an on-demand cost model
- Lower operating cost and increase profit margins

RPO Services

Pulse MR

- Survey Programming & DP
- Project Management
- Data Collection CATI / CAWI
- Professional Translations / Coding

Planet Pulse

- B2B Panels
- B2C Panels
- Specialty Panels