DATAMATICS®
Data to Intelligence

RESEARCH &
ANALYTICS

TRANSFORM TO PERFORM

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Data to Intelligence

THE SIGMA OF MR + TECHNOLOGY

Datamatics' Research & Analytics Division offers a smart blend of technology-based solutions that are aligned with the unique needs of the Market Research (MR) industry. This division is a specialist provider of end-to-end data management solutions spanning across processes and operations that are outsourced for the data-oriented projects.

Datamatics' solutions and services are powered by decades of experience in out-of-the-box approach of problem solving. Through our offerings and advice, we provide our global clients with the required tools and services to maintain a competitive edge enabling business transformation, process leadership, precision, collaborative technology and global reach.

Datamatics' SIGMA signifies introduction to the new research channels powered by latest technology frameworks and an integrated approach. With technological capability to execute complex programs and projects, Datamatics offers a range of engagement models to work with – from tactical project-led deliveries to high-value joint investments with strategic partnership in sight.

Datamatics is an acknowledged member of leading industry associations globally. This demonstrates our commitment to abide by the code of ethics followed by global research organizations.

Our strong global partnerships and alliances with several leading technology players give us access to the latest business practices.

The proof of our promise lies in that 7 of the world's 10 largest MR agencies are benefitting from the Datamatics' "MR+Technology" advantage!

DATAMATICS' PRODUCTS

Datamatics empowers you with its suite of automation solutions and services towards clutter-free and seamless operations -

DATAMATICS SENTIpede	DATAMATICS TruBot	DATAMATICS TruCap⁺	DATAMATICS TruAI	DATAMATICS TruBI
Social Media Listening	RPA Solution	Optical Data Ingestion	Data Integration using Text Analytics	Data Visualization

MULTI-TIERED SOLUTIONS

– TRANSFORM TO PERFORM

Data Preparation

Streamlines data from different sources using workflow integrated smart tools in to pre-defined electronic formats -

Optical Data Ingestion through multiple data sources; for example, scanned documents, social media, emails, etc., using TruCap$^+$

Multi-lingual Transcription and Content Analysis from audio & video recordings supported by Speech-to-Text and Text Analytics engines

Verbatim Coding through a combination of Natural Language Processing (NLP) based automation and skilled coders in industry standard platforms

Data Integration

Offers expert-assisted integration of data received from different sources using latest MR technologies -

Survey Programming using SPSS Dimensions, ConfirmIT, Decipher, SawTooth, Nebu, etc.

Data Processing using SPSS Dimensions, Quantum, Python, etc.

Data Validation – Robotic testing of data

Data Management

Unifies data in to a single repository to facilitate analysis using Enterprise Business Intelligence framework -

Consulting and Advisory – Data management practices towards Big Data & Analytics

Multi-source Data Integration

AI-based Knowledge Repository with Semantic Search and Document Archival & Tracking

Data Visualization

Offers tools for creative visualization and interaction with unified data along with real-time reporting and hot alerts -

Charting & Reporting using proprietary software and industry standard tools

Creative and Design services – re-designing the mundane slides into intuitive infographics

Interactive and DIY Dashboards using TruBI and other industry standard platforms

Advanced Data Modelling for Multi-source data

Facilitates seamless data democratization through data modeling and analytics towards generating "actionable insights" -

Data and Pattern Mining to determine trends and forecasting

Highly actionable Segmentation using advanced methodologies for improved targeting

Outsourcing partner for Predictive Analytics and Simulation Programming

Social Media Analytics

Enabling Services / Automation

Empowers you with enhanced operations-automation tools to improve quality, reduce TAT, and increase cost savings -

Automation and Process Re-engineering

Deployment of Robotic Process Automation (RPA)

Integration of Mobility in existing work-flow, Mobile Apps

Development of AI-based Knowledge Repository for monetization of data assets

KEY AWARDS & RECOGNITIONS

Gartner Peer Insights Customers' Choice 2019 for Robotic Process Automation

2019 IBM Asia Pacific Excellence Award for Top Transformation Business Partner

Features in IAOP 2019 Global Outsourcing 100 List of the world's best outsourcing providers

Gold Stevie Award 2019 for Robotic Process Automation

Rail Analysis India Awards 2019 for Automated Fare Collection technology

CIO Choice 2019 Recognition for Robotic Process Automation

ABOUT DATAMATICS

Datamatics is a technology company that builds intelligent solutions for data-driven enterprises to improve their productivity and customer experience.

The company portfolio spans across Information Technology Services, Business Process Management, Engineering Services and Big Data & Analytics, which are powered by Artificial Intelligence.

Datamatics also has established products in Robotic Process Automation, Advanced Analytics, Business Intelligence and Automated Fare Collection. Datamatics services over 550 clients across diverse verticals including Banking & Financial Services, Insurance, Manufacturing, Transport, Travel & Hospitality, Media & Publishing, Retail, and e-Commerce. Headquartered in Mumbai, the company has strong presence in the USA, Australia, Asia, Europe, and the Middle East with global employee strength of 10,000+.

Read more about
Research & Analytics offerings

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