

Don't hesitate – Automate

Contributed by Etabz
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E-Tabs, the report automation experts recently held their 10th and most informative, client led automation conference to date.

Automate'09 evaluated a variety of reporting techniques, demonstrating both the benefits and challenges of developing businesses through automation as well as fine tuning key skills.

Presentations delivered by research firms including Millward Brown, Synovate and Carat amongst others, incorporated their various experiences using automation through topics such as, 'Where to start', 'Keeping yourself hungry - using automation beyond the big projects' and 'The danger of all or nothing thinking in automation'.

The Keynote speech presented by Cindy Ruiz, Director of InVentiv Advanced Insights entitled 'The importance of ROI: Business beyond the downturn' detailed the importance of return on investment in today's economy.

Key points attendees took from the day include how, report automation saves time, InVentiv Advance Insights revealed they saved 50% of direct labour hours with report automation.

Report automation saves money, Market Strategies International reported a net increase in project margin of 7% for the pilot project where they used E-Tabs, and that report automation improves results, Carat explained one reason E-Tabs works for them is because it eliminates data errors.

InVentiv Advance Insights attributed their capacity to take on other revenue generating clients to E-Tabs report automation and Market Strategies International said E-Tabs enabled their project teams to focus more on value generating activities.

Automate'09 allowed research professionals to hear about report automation directly from research professionals.

It provided an environment in which popular misconceptions could be challenged and debated, and allowed for attendees to share ideas and experiences on how to go about overcoming the difficulties brought on by today's economic climate.

For further information on report automation please visit www.e-tabs.com

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