Diageo Ireland is 2000th User of TNSINFO Portal

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London. June 28th 2007 â€“ TNS, a world leader in market insight and information, today announced that Diageo Ireland has become the 2000th user of TNSInfoâ„¢, the groupâ€™s online client portal that allows for instant monitoring of survey and tracking results. Diageo Ireland is using TNSInfo to analyse Worldpanel consumer purchasing data.

Established in 2001, TNSInfo ensures clients can access all of their marketing information securely, instantly and from one single source. Using advanced encryption that is comparable to the security level seen in online banking, TNSInfo delivers customised information to relevant people within the client organisation and allows them to analyse data and make immediate business decisions. Clients can monitor their survey and tracking results in real-time, or explore their own data for new insights.

TNSInfo has more than 50,000 registered users in more than 100 countries.

Ulf Andersen, TNS Group Director, Information Delivery, said: â€œTNSInfo has been a resounding success. TNS wants to be recognised as the leader in delivering technology to clients and the take-up of TNSInfo underlines how successful we have been in this regard. Our portal is a crucial part of the TNS response to client demand for up-to-date insights and has been a key driver in helping to win new business.

â€œAdoption by clients has become increasingly global, with one international hotel brand, for example, using TNSInfo to monitor customer satisfaction tracking data at some 900 properties worldwide. Clients can integrate TNSInfo seamlessly and select preferred functionality â€“ all within a clientâ€™s established corporate identity.â€•

Diageo is the world's leading premium drinks business, whose brands includeÂ Smirnoff, Guinness , Baileys , Johnnie WalkerÂ and many others. John Davey, Market Intelligence Manager at Diageo Ireland, said: â€œTracking purchases on drinks brands is crucial in our business and weâ€™re looking forward to TNSInfo giving us all the flexibility we need in terms of accessing, sharing and presenting research information. This high-quality delivery channel is a valuable tool and is an example of how TNS really add value to the way they service Diageo.â€•

TNS can distribute research results from syndicated projects through TNSInfo, while Worldpanel and all TNS custom research sectors routinely service clients using the portal. Available 24 hours a day every day of the year, TNSInfo provides access to research reports, documents, questionnaires and other resources such as discussion forums and calendars. People can access it wherever they are; an ad agency executive, for example, can access it in an airport or in a client meeting or at home. With more and more clients making online delivery of research information mandatory, TNSInfo directly addresses client needs. Two new client operating companies join TNSInfo each day.