

Australian Software Developer Looks To India For Future Expansion

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Australian software developer QSR International is in Delhi, India this week to meet with Dell CEO Michael Dell, and explore potential partnerships to market its ground-breaking NVivo software in the region.

In 2009, QSR International was awarded the Dell Small Business Excellence Award in Australia in recognition of its ability to use technology to better serve its global customers.

CEO John Owen is in Delhi with other Asia Pacific winners of the global Small Business Excellence Awards program to participate in the Day at Dell event.

The program - which was part of QSR's prize along with AUS\$25,000 in Dell products - includes presentations by world leading technology experts from Dell, Google and Microsoft, as well as consulting time with Michael Dell. While in Delhi, Mr Owen will also meet with Austrade to discuss potential Indian partners for the Melbourne-based business.

Speaking ahead of the visit, Mr Owen said;

"India is becoming an increasingly important market for us. We are seeing a surge in the number of enquiries for our product from India, by companies and organisations looking for software to help facilitate research in the region. Our aim is to find the right partners so they can help us build our brand in India and we can continue to expand our international business."

QSR International, whose head office is in Melbourne, also has offices in Europe and North America.

NVivo is used in more than 150 countries on projects addressing some of the world's most pressing issues, including poverty in Africa, defence-related projects in America, and climate change in Australia.

Many of the world's most respected research organisations are QSR clients, including Yale University, Columbia University, the Children's Hospital Boston, and the Chronic Poverty Research Centre. Within Australia, clients include sustainability consultancy Banarra and the Victorian CFA.

NVivo 8 allows researchers and decision makers to import and analyse video, audio, images and text side-by-side in ways that aren't possible manually. Its analysis tools help users to interrogate their data - testing out theories, identifying trends and cross-examining information.

Recently, NVivo was used by researchers in New Delhi to analyse the findings of a three-year study into India's National Rural Employment Guarantee (NREG) scheme. As part of the study, interviews were conducted with large numbers of village leaders, politicians and stakeholders in India to evaluate the success of the program.

Project leader Dr. Shylashri Shankar used NVivo to expedite the analysis and gain greater insights.

"Before discovering NVivo, I coded and analysed everything manually," Dr Shankar explains.

"I would have the handwritten notes typed up and then refer to these versions. Because it was such a big task I would prepare each village study separately. But it's much harder when you do that, because I was working across five states, 40 villages, and 1000 interviews. I'm finding NVivo 8 very useful."

In October 2010, QSR will launch NVivo 9, its next generation software. NVivo 9 will contain a range of powerful new features including the ability to work with material stored in databases such as online survey results.

In a first for QSR, research team members will also be able to work in the same project at the same time.

Mr Owen and his senior executives will join the award winners from Japan, China and India at the Day at Dell on 22 and 23 March 2010.

"The chance to meet Mr Dell and swap best practices with one of the world's leading entrepreneurs will be a personal honour as well as a significant opportunity for QSR," says Mr Owen.

"But it also provides us with an opportunity to fly the flag for Australian technology companies overseas."

About NVivo: Watch the NVivo 8 video on QSR International's homepage at www.qsrinternational.com

Information about the award: www.dellhero.com Â

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