

E-Tabs Verify Contends For Technology Effectiveness Award.

Contributed by E-Tabs
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E-Tabs, the leaders in reporting technology for market research, are delighted to announce their revolutionary automated table checking solution, E-Tabs Verify, has been shortlisted for the 2011 ASC / MRS Joint Award for Technology Effectiveness.

This prestigious award recognises outstanding innovation in the application of software or technology for market, opinion and social research, which has directly achieved a demonstrable improvement in the effectiveness of actual research delivered. Â

E-Tabs Verify was developed with groups of DP professionals and enables users to check frequencies, percentages, hole counts, bases, means, standard deviations and other stats, nets and banners by applying a series of checks. The standard version of Verify includes a wide range of checks â€out of the boxâ€™™ whilst Verify Designer allows users to create their own more complex checks.

Once a checking project has been run the user is presented with an interactive report that pinpoints errors and highlights the reasons as to why a check might have failed.

Benjamin Rietti, E-Tabs Managing Director commented Â
â€œHaving spent five years researching and developing E-Tabs Verify, we are extremely proud of our truly groundbreaking solution and are excited to have been shortlisted for the award. E-Tabs Verify overcomes the tedium, inefficiency and accuracy concerns, associated with manual table checking and we believe it will have a huge impact on the overall efficiency of the market research process by encouraging the development of rigid standards within table production.â€•

The winner of the ASC /MRS Technology effectiveness will be announced at the Research Awards in London on the 12 December.Â Watch this space.

For further information on E-Tabs visit the E-Tabs website www.e-tabs.com

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