GfK Partners Globally With Dapresy

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GfK adopts Dapresy Pro for online reporting

GfK has today signed a global agreement with Dapresy to make Dapresy Pro a recommended solution for online reporting throughout the company.

The GfK Group was looking for a reporting solution that would handle tracking surveys easily and would complement its extensive portfolio of existing research technologies.

Bruno Colin, GfKâ€™s Global Managing Director, Technology and Operations, said:
â€œGfK was looking for something new for the presentation of large tracking studies to multiple users. We were impressed with the efficiency of Dapresy Pro and the fact that it links so seamlessly to our data collection tools.â€•

TorbjÃ¶rn Andersson, CEO of Dapresy commented:
â€œGfK is one of the research industryâ€™s top players, and their commitment to Dapresy Pro is a major endorsement of our innovations in online reporting. With our latest StoryTeller technology, GfK will benefit from software that is at the forefront of presenting and communicating research data from both ad hoc and tracking studies.â€•

GfKâ€™s selection of Dapresy Pro came after extensive trials: â€œI asked two GfK teams to run some tests to measure the efficiency of Dapresy Pro,â€• Bruno Colin explained. â€œEven though they only had one or two hours of training on Dapresy Pro and were very familiar with their existing tools, both teams reported impressive time savings.â€•

GfK and Dapresy will now work together closely to introduce Dapresy Pro to GfK offices around the world.

TorbjÃ¶rn Andersson, CEO of Dapresy said:
â€œThis is our biggest contract yet, and we will be expanding the team within Dapresy to meet the needs and expectations of one of the worldâ€™s largest market research companies.â€•

About Dapresy
For more information please visit http://www.dapresy.com/

About GfK
For further information, visit our website: www.gfk.com .
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Nuremberg, Germany/NorrkÃ¶ping, Sweden - 1 December 2011