Research Now and Vision Critical Partner to Offer Insight Community Technologies Worldwide

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VANCOUVER, British Columbia and PLANO, Texas â€“ Vision Critical, the leading provider of insight community technologies, and Research Now, the global leader in digital data collection, today announced a strategic partnership to provide Research Now clients and prospects with Vision Critical Insight Communities. The combined offering provides businesses and organizations with a deep understanding of specific consumer insights for select markets.

The Research Now global sales and delivery teams will now offer and fully support Vision Critical Insight Communities to benefit its clients and prospects. Vision Critical Insight Community technologies enable businesses and organizations to engage directly with hundreds to tens of thousands of customers on an ongoing basis to gain feedback and insights. Through insight communities, clients are able to gather, analyze and translate customer feedback into quick and meaningful business decisions. Continuing to evolve with the industry, Research Now offers clients the benefits of comprehensive customer insight communities.

â€œWeâ€™re excited about teaming up with one of the largest research service providers in the industry to offer Vision Critical Insight Communities to the Research Now audience,â€• said Scott Miller, group CEO of Vision Critical. â€œResearch Now is a true innovator in research and weâ€™re pleased to see the company drive insight communities to its clients by choosing Vision Critical as a strategic partner.â€•

â€œOur passion for building quality online panels for our clients is at our core,â€• added Kurt Knapton, president and CEO of Research Now. â€œVision Criticalâ€™s Insight Community technology allows us to offer the most customized private panel solution available, now fully integrated with our advantaged panel assets.â€•

â€œItâ€™s wonderful to have such a respected organization joining our Global Partner Program. Our mutual clients will now benefit from the integration of some of the most innovative services and technologies available on the market today,â€• added Richard Clarke, vice president of global partners at Vision Critical.

Also commenting on the partnership, Sonny Garcia, senior vice president of private panels and communities at Research Now, said, â€œPartnering with the industryâ€™s leader in software for insight communities creates a compelling offering for clients that combines Vision Criticalâ€™s best-of-breed platform with our robust consumer and business-to-business panels.â€•

Enabling market researchers in the Americas, EMEA and APAC to access over six million panelists in 38 countries worldwide, Research Now joins Vision Criticalâ€™s exclusive Global Partner Program. For more information on how to become, or how to locate a partner, please visit: www.visioncritical.com/partners.