

TNS launches new sales forecasting offering

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TNS LAUNCHES NEW SALES FORECASTING OFFERING

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InnoSuite - Launch Maximiser, is part of a suite of 5 NPD and innovation research tools being created by TNS, all branded InnoSuite, that guide clients through each stage of the NPD research process. By identifying both the selling points and pitfalls of potential new products, InnoSuite -Launch Maximiser enables manufacturers and retailers to make informed decisions about how to adapt individual elements of a new product and forecast how this will impact on sales performance.

InnoSuite - Launch Maximiser is based on the highly successful TNS FYI Foresight model in the US which has been adapted and further enhanced for use in Europe. TNS will initially roll out InnoSuite - Launch Maximiser across 3 European markets; the UK, France and Germany.

Following the announcement of TNS's new vision last month to deliver business insights to clients and invest in expertise and innovation, InnoSuite - Launch Maximiser is just one of a number of tools it will be developing to provide tailored and innovative research solutions to clients.

"The concept of innovation in new product development is changing," said David Soulsby, Managing Director of TNS Consumer division, UK. "The current tools which inform product development are not answering the crucial questions 'will this survive in the market?' TNS is investing in new research techniques which can deliver these answers and drive the market forward."

"InnoSuite - Launch Maximiser offers clients a flexible model, which can accurately and effectively forecast predicted sales," comments Jean-Pascal Martin, Global Director of New Product Development Research, at TNS. "As part of the new InnoSuite range, this will enable retailers and manufactures to plan their new product innovations through the whole NPD lifecycle from idea generation through to concept testing and pre-launch sales activity and beyond."