SSI and Mobile Solutions at MRMW Conference in New York

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Conducting in-the-moment market research is only possible through smartphone technology.Â Todayâ€™s market researcher wants the ability to survey respondents wherever they are.Â The future of mobile research is about using the built-in sensor and data capture features of smartphones to better understand consumer behavior.Â It allows sample companies to target people in new ways.Â

Market Research in the Mobile World conference, being held May 19-22 in New York City, is the only global conference series focused on mobile, innovation and high-tech market research.Â More than 30 seminars, real-life case studies and panel discussions from mobile research innovators will explore the latest tools, technologies and methodologies in market research.Â The event will showcase SSI's expanding global mobile solution portfolio including SSI QuickThoughtsÂ®, now available in 19 countries.

â€œMarket researchers today are facing an important inflection point in data collection.Â As smartphones become smarter and more ubiquitous in daily life, it has become clear that harnessing the power of these devices will open up a whole new world of possibility in data collection,â€• explained Saran Ganesh, SSIâ€™s director product marketing mobile.Â â€œSSI is committed to mobile and has consistently invested in new technologies and global expansion to ensure that we continue to deliver value to our clients.â€•

Ganesh will present Beyond Surveys: The Future of Mobile Data Collection, where he will delve into consumer behavior on mobile, covering the use of mobile surveys to capture new insights and finding the truth of whatâ€™s happening in the moment.Â His presentation starts at 9:50 a.m. on May 21.

â€œAs of last December, 182 million people in the United States owned smartphones,â€• said Ganesh.Â â€œMobile phones ar always with people and they are always on.Â They have become essential in todayâ€™s society.Â Mobile gives us access to new types of data and information.Â This event will provide insight and ideas to help market research firms grow their business by harnessing the power and immediacy of mobile research.â€•

In addition, Jackie Lorch, SSIâ€™s vice president global knowledge management, will moderate a panel entitled, Marketing Research in a Hyper-Connected World -- The Internet of Things and New Data (re)Sources, on May 20 at 3:20 p.m.Â The panel will discuss the impact the Internet has on market research; how MR derives value from machine-to-machine communications; privacy concerns, and data processing and analysis.Â Panelists include Scott Stanchak, managing director mobile marketing at The New York Times; Ashlin Quirk, legal counsel at SSI; Dan Wellers, strategy and research lead at SAP; Cathy James, consumer insights manager at Keurig Green Mountain; and Shawn DuBravac, chief economist at Consumer Electronics Association.

Market Research in the Mobile World North America conference takes place May 19-22 at Wyndham New Yorker Hotel at 481 8th Avenue in New York City.Â In addition to being the Platinum Conference Sponsor, SSI is sponsoring the MRMW Awards, scheduled for May 20 at 7 p.m.Â The MRMW Awards celebrate innovation and excellence in market research.Â Winners in seven categories will be announced, including mobile researcher of the year, mobile agency of the year, best new technology, best use of mobile technology, best mobile quant, best mobile qual and best client-supplier collaboration.

The global MRMW conference series is recognized as the authority on mobile, innovation and high-tech market research â€“ discovering new trends, exciting speakers and unveiling the latest technologies on a regular basis.Â The conferences are held in North America, Europe, Asia and Africa each year.Â For additional information, visit www.mrmw.net.