

E-Tabs and Merlinco Announce Product Alliance

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E-Tabs and Merlinco industry leaders in survey reporting and analysis software respectively, announce a new strategic partnership allowing seamless integration of their tools.

This will enable market researchers to perform their survey data processing in Merlinco's MERLIN survey tabulation system and export the results directly into E-Tabs' suite of reporting tools for instant charting and full report automation. This combination of tools provides users with the most powerful and flexible analysis and reporting platform available.

"We've always remained focused on the reporting end of the research process, allowing us to build the best reporting tool in the business, and similarly Merlinco has been doing the same on the analysis end", says Benjamin Rietti, CEO of E-Tabs. "Therefore by allowing a seamless integration of our systems means both companies are opening up the best of both worlds" in terms of research insight analysis and reporting.

Peter Jackling, Business Development Director at Merlinco added, "We are delighted to make this formal connection with E-Tabs. It is a logical development, bringing together the two market leaders to give our customers the ideal combination of powerful survey analysis and reporting tools."