QSR International Earns Microsoft Gold Partnership

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Ms Pip Marlow, Director SMS&P, Microsoft Australia said gold certification was awarded to companies who could demonstrate an extremely high level of competence and expertise with specific areas of Microsoft technology. She said QSR was required to undergo a review process, including both independent tests and customer references.

â€œQSR is an innovative company thatâ€™s leading the international market in the development of qualitative research softwar said Ms Marlow.

â€œIts commitment to making sophisticated software applications user-friendly based on the Microsoft platform is impressive, and weâ€™re very pleased to welcome QSR International as a Microsoft Gold Certified Partner.â€•

QSR International CEO John Owen said the certification was a significant achievement for the company and its 300,000 users, which include the UKâ€™s Oxford University and market research firms Ipsos-MORI and Turnstone Research; Harvard Medical School, Bostonâ€™s Childrenâ€™s Hospital and FocusedInsights in the US; and Australian market research agency Crosby Textor and Victoriaâ€™s Department of Primary Industries. He said QSRâ€™s gold status had already seen its NVivo 7 software used as a reference project at the recent Microsoft TechEd 2006 conference in the United States.

â€œWeâ€™re very excited about our partnership with Microsoft,â€• said Mr Owen.

â€œOne of the key benefits for our international customers is that we will now have advance access to emerging Microsoft technologies. That way whenever we release new software, users can be assured it will be in line with the worldâ€™s most up to date technology.

â€œThereâ€™s no other software developer in our field that has that privilege.â€•

QSR International is based in Australia. Its flagship products â€“ XSight and NVivo 7 â€“ are both designed to help researchers and other people working with non-numerical data to compile, compare and make sense of their information quickly and easily. As well as market research agencies, government bodies and universities, QSRâ€™s research software is used by a broad range of industries, from tourism and urban affairs to human resources and law.

â€œWe know from our own research and sales that our software is unique and is changing the way people in Europe, North America and the Asia Pacific conduct research,â€• said Mr Owen.

â€œWe are very proud of what weâ€™ve achieved as a technology business. To become the only qualitative research software developer in the world to be recognised by Microsoft in this way is just the icing on the cake.â€•

QSR International has offices in London, Massachusetts, California and Melbourne, Australia. Information: www.qsrinternational.com.