

IfaD

Statistical analysis

Survey systems

Software development

Data support

Evolution

To offer professional support with data and facts for the manifold tasks facing market researchers in institutes and companies. This was the idea behind the foundation of IfaD (“Institut für angewandte Datenanalyse”) in Hamburg in 1976.

From its early beginnings in data entry and tabulation, permanent developments and investments in methods and know-how have resulted in a company able to offer market researchers a broad range of services from consulting, through data support, to the solution of complex individual problems. In its field, it is one of the leaders in Germany.

The “Institut für angewandte Datenanalyse” has established itself into a brand name, IfaD, which is widely known and respected by professionals. The title of “Institute” represents both an obligation and a challenge for us. But our principal field of activity lies in the practice of applied data analysis (“angewandte Datenanalyse”) in its most varied forms.

Values

Our staff shape and develop IfaD through their actions, with a commitment which goes far beyond the average in both qualitative and quantitative terms. They share a striving towards excellence in performance, irrespective of whether the project is large or small.

Market researchers expect from IfaD not only first-class professional work, but also comprehensive consulting in all stages of their project. With nearly 30 years of experience, this is one of the cornerstones of our activity. It is one of the core values of the IfaD brand. Consulting will remain in the future as a key component of the service which our clients can expect of IfaD.

Our innovative ability, especially in technical fields, guarantees that our own know-how will continue to develop, enabling us to fulfil our consultancy role and put effective and efficient procedures in place for our clients’ projects.

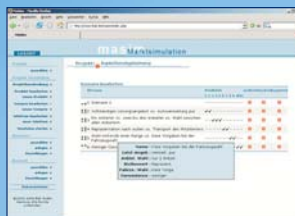
Practice demands not only routine standard services but also individually tailored solutions. Our staff are committed to ensuring not only your satisfaction with us, but also your client’s satisfaction with you.

Overview

Six departments for all-round solutions

■ Multivariate and conjoint analysis

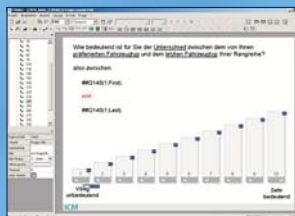
Consulting, implementation and interpretation of multivariate and conjoint analysis



Data efficiency

■ CIS: interviewing software

Survey system for CAPI and online projects



All the possibilities of technology

■ CIS: CAPI / online service

Service package for computer-aided surveys



Time for your job

■ CIS: WebCATI server

Global CATI project management



Internationalism, hosted by IfaD

■ Data entry and tabulation

Data service for data entry, coding, tabulation and data processing



The basis for your success

■ Individual solutions

Customised tools for exceptional tasks



The 20% advantage

“Our focus is on you and the solution of your tasks – not on particular individual methods.”

We define service in market research in a holistic way. IfaD’s products build upon one another. Tell us what you are seeking to achieve. We will combine the most suitable components for your project, creating an all-round solution for you. Our aim is not only to solve your specific individual tasks, but to provide you with overall support.



All-round solutions

Let us advise you



“You have a question which appears insoluble with existing methods. You need a discussion partner or consultant for the design of a special solution, and professional support in its implementation.”

Descriptive approaches often fail to fill the bill. Only the analysis of inter-connections makes it possible to use data to derive recommendations for action. It allows you to understand which investments are efficient and economically sound. IfaD has created and applied multivariate analysis procedures for over 20 years. Conjoint procedures, especially, are subject to continuous development. Benefit from our experience based on many thousands of studies! Work with us to develop a design for your survey which ensures maximum utility from your data. Enhance the efficiency of your survey!

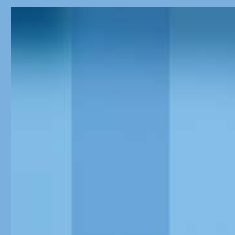


Multivariate and conjoint analysis

- Conception of project designs for multivariate analysis
- Consulting in the analysis of existing databases
- Application of all standard conjoint and pricing methods (ICM, CBC, BPTO etc.)
- Experience based on well over 300 conjoint and pricing projects
- Individual solutions for your specific tasks
- Integration in CAPI or online surveys
- Consulting in the interpretation of results
- Comfortable tools for simulation using conjoint data
- Analysis of your existing data records

Data efficiency

CIS



Interviewing software

CAPI / online service

WebCATI server

“You wish to program your own CAPI and online surveys, but want to be able to call on professional support in the event of bottlenecks.”

IfaD is one of the pioneers in the development of computer-aided surveys. Our survey software CIS (Computer Interview System) has been developed and kept up-to-date for 20 years. For just as long, we have used CIS in the service field. CIS is an interviewing software created by practitioners for practitioners. CIS fulfils all demands, from simple surveys which can be created intuitively, ranging up to the most complex study. But should you require assistance or additional capacity, the CIS team is always at your service.

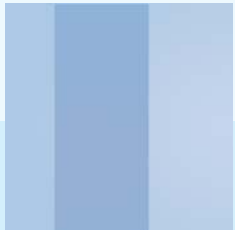


- CIS: 3 platforms for one questionnaire: CAPI / CATI / Online
- Very powerful and easy to operate
- Supports questionnaires in all languages
- Installation, tools and system interface in 5 languages
- Questionnaires for respondent self-completion with no interviewer present
- Integration of pricing and conjoint models
- ICM – our adaptive conjoint model
- Use your own computers or rent IfaD pen computers
- Online projects hosted on your own survey server or on ours
- We are always available to support you in case of bottlenecks

All the possibilities of technology

“You wish to realise complex CAPI or online studies without needing to concern yourself with their technical implementation.”

Computer-aided surveys open up many new possibilities in comparison to paper-&-pencil. These include e.g. multimedia elements such as images, film and sound, pricing models, conjoint analysis, and complicated filter management. But these manifold possibilities also require an intensive involvement with the survey tools themselves and their technical operation. Save yourself this trouble and gain more time to focus on the content.



- Implementation of your questionnaire with CIS as CAPI/online questionnaire
- All symbol languages (e.g. Japanese, Arabic, Cyrillic) for CAPI and online
- Integration of pricing and conjoint models
- CAPI questionnaire with easy installation on your interview computers
- Rental of pen computers for your CIS-based CAPI survey
- Online survey platform for your project
- Access to current survey status for online projects – online!
- Powerful fieldwork management tools for survey management
- Consulting in the application and analysis of multivariate procedures
- Your survey data in any desired format
- Coding of open questions, tabulation according to your instructions

Time for your job

“You are planning an international CATI study, and you wish to maintain central organisation and control.”

The internet makes this possible. You can integrate an unlimited number of studios in different countries into your project. With an international study, the interviewers in all studios work with the same questionnaire in their own language. The central host for the questionnaire is IfaD's central CIS-WebCATI server. All studios have access to their own data. You and your client have overall access to the entire project at all times.



- Central questionnaire programming for all countries
- Unlimited number of studios
- All languages
- Central data storage
- Online access to all data
- Project statistics online
- Online tabulation of interview data
- Central sample management
- Central quota management

**Internationalism,
hosted by IfaD**

“You have interview data on paper or in electronic form, and this data needs to be processed in a clear, professional, and individually relevant way.”

Data entry and tabulation demands a high degree of care and precision. Often you are not in a position to check the results, and you must therefore be able to depend on the accuracy of the tables. Our tabulation staff, all of whom are university trained, and many with over 10 years of experience in data analysis, are always on call for consulting on your data processing needs. And above all: they think from the client’s perspective!



- Your data entry: manual or scanner-aided
- Data import from virtually any format
- Linking of a wide variety of data records
- Exhaustive plausibility controls and cleaning
- Production of codeframes and coding of open questions
- Data tabulation according to instructions and in required layout
- Automatic production of charts from your data
- Development of databases for time-series analyses
- Delivery of a tabulation tool for your project
- Data export in practically any desired format
- Consulting of the processing of your data

**The basis for
your success**

“You have a project which does not fit into any standard pattern. You require your own individual solution.”

It is as true for market research as in all other aspects of highly-developed markets, that a product's USP lies in its individuality.

Standard solutions are available in almost all areas. These can resolve 80 % of all problems. Many providers offer such solutions.

It is the remaining 20% which enables you to stand out from the competition. And this is where we can help you.

In all areas, IfaD possesses specialist staff with many years of practical experience. For us, know-how is combined with targeted and practice-oriented project implementation.



Some examples:

- A forecasting system for sales development in shopping centres on the basis of survey data
- Comparison of the structure of product offerings in mail order catalogues
- Sales forecasting for grocery retailing, taking into account marketing activities and seasonal influences
- Models for forecasting sales figures in the logistics sector on the basis of conventional survey data
- Simulation tools for the analysis and forecasting of purchasing decisions in the automobile market
- Route analyses in trade exhibitions and shopping centres
- Potential analyses in the automobile industry based on conjoint measurement
- Forecasting models for the improvement of response rates in a direct mail campaign for a telecommunications supplier

The 20% advantage



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