

THE MISSING LINK IS

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LINKING





GATHER INSIGHTS, NOT DUST

Across market research functions, filing cabinets and hard drives are hiding goldmines of customer insight. But what if all this data was liberated...?

Just imagine if data from across years, countries, products, agencies and software systems was integrated and working together to solve your business problems.

INTRODUCING COGNICIENT LINK

This is not a pipedream. Using cutting edge software and expertise, Cognicient Link can unite your disparate knowledge - from market research and business intelligence to syndicated and sales data. Whether you want to merge a few specific studies or create a comprehensive information warehouse is up to you.

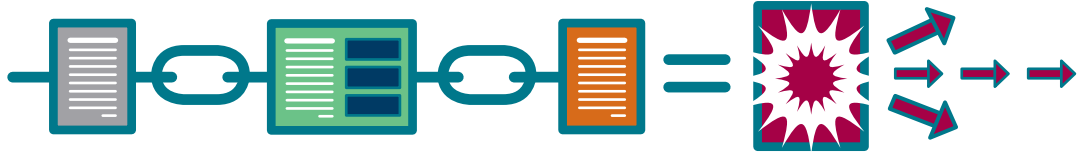
This is not data fusion; we don't force connections. This is about pulling together different information in a meaningful way. It's about harnessing the inherent power of *linking*.

The result? An ability to uncover a wealth of new insights and to test new hypotheses whilst eliminating unnecessary research spend. In short, more for less - *much* more.



LINK MANAGER

Unite your knowledge streams; merge as few or as many studies as you like



LINK DASHBOARD

Mine & analyse the body of your research using our advanced interface



LINK REPORT

Produce automated presentations combining normative and specific study data



HOW IT WORKS

The beating heart of Cognicient Link is **Link Manager**. This is powered by our unique taxonomy management system, a sophisticated index which categorises all fields in the database for comparison.

Link Manager enables clients to easily load any data - and any metadata - without the need for expensive reformatting or indexing. What's more, it **links** research data whilst retaining its individual form, supporting valuable analysis across studies. This data can then be exported to a variety of **analysis** packages.

The linked data can also be mined and analysed through **Link Dashboard**, an **intelligent** interface that offers a holistic picture of the entire body of your research.

Finally, **Link Report** lets you produce automatic **presentations** containing normative data combined with specific study data - putting new research into the context of the bigger picture.

AND THE APPLICATIONS?

They're unlimited. In fact, thanks to Cognicient Link, our clients are discovering new uses for their data all the time.

So far, clients have used our approach for everything from **integrating** employee and customer satisfaction studies to creating global databases for brand tracking, **innovation** and evaluation of their overall research strategies.

Every project is different and your needs will be unique - so why not **give** us a call to discuss them?

After all, recycling your data is good for the environment!

