

Forsta

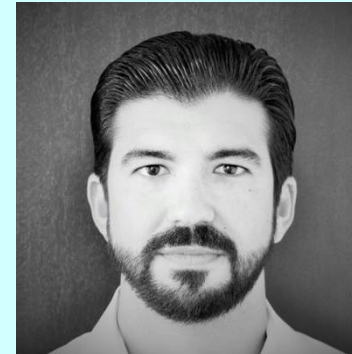
Introducing Forsta: A New Force in Market Research



Presenters



Bob Hull
VP Reporting Solutions



Manny Rodriguez
VP Data Collection

Forsta in Brief

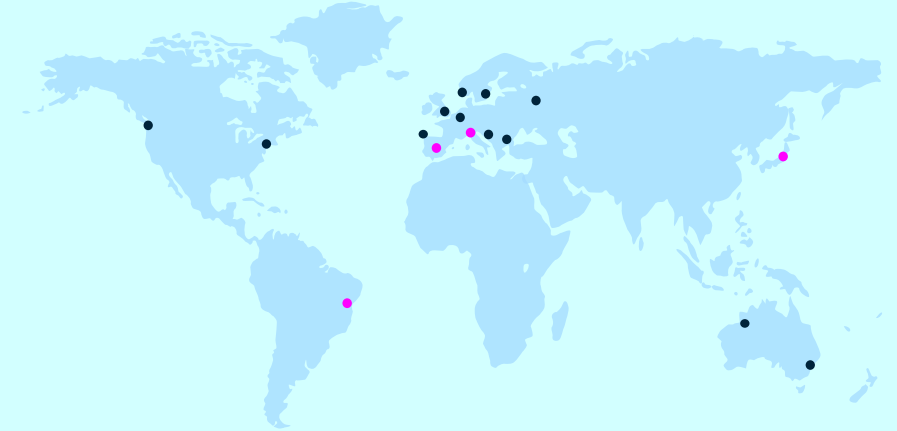
FocusVision + Confirmit + dapresy = **Forsta**

The leader in CX & Market Research solutions

- Approximately 3 000 clients in 100+ countries
- R&D team of 200+ members developing our combined platform suite
- Service team of 250+ members supporting with data collection, reporting and design
- Co-owned by Verdane Capital and EQT
- Leader in Customer Feedback Management Platforms in latest Gartner report



Offices



Employees

750+

staff worldwide

Client Examples



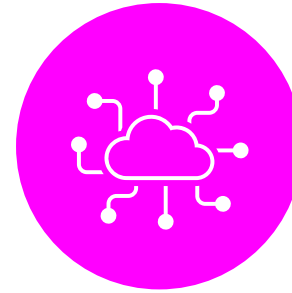
Challenges our industry is facing...



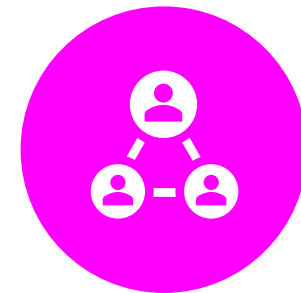
Speed & Agility



**Impactful
Insights**



**Centralized
Information &
Integrated Data**

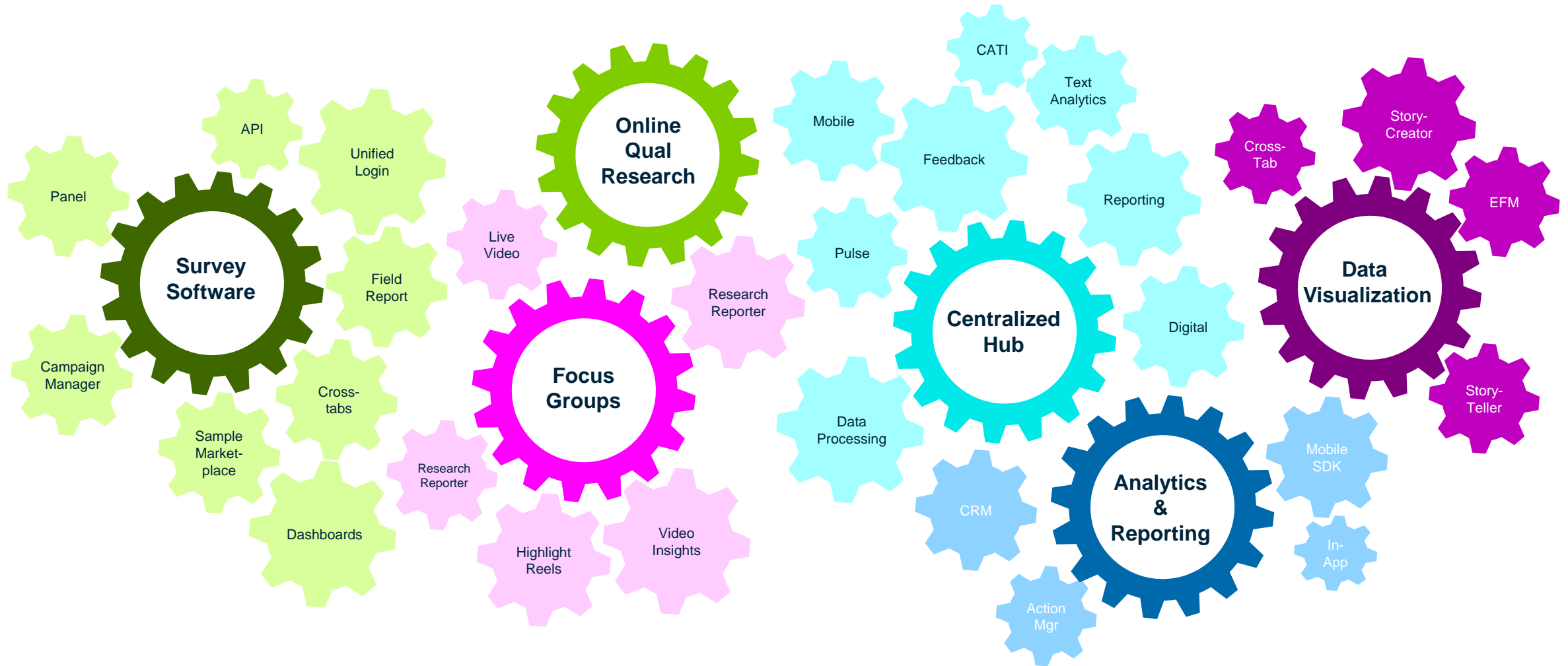


**Vertical &
Horizontal
Engagement**

Are you evolving the core of your business?



Current State: Disparate portfolio of applications



An End-to-End Research Process From Data to Insight

Data Capturing

Data Consolidation

Data Enrichment

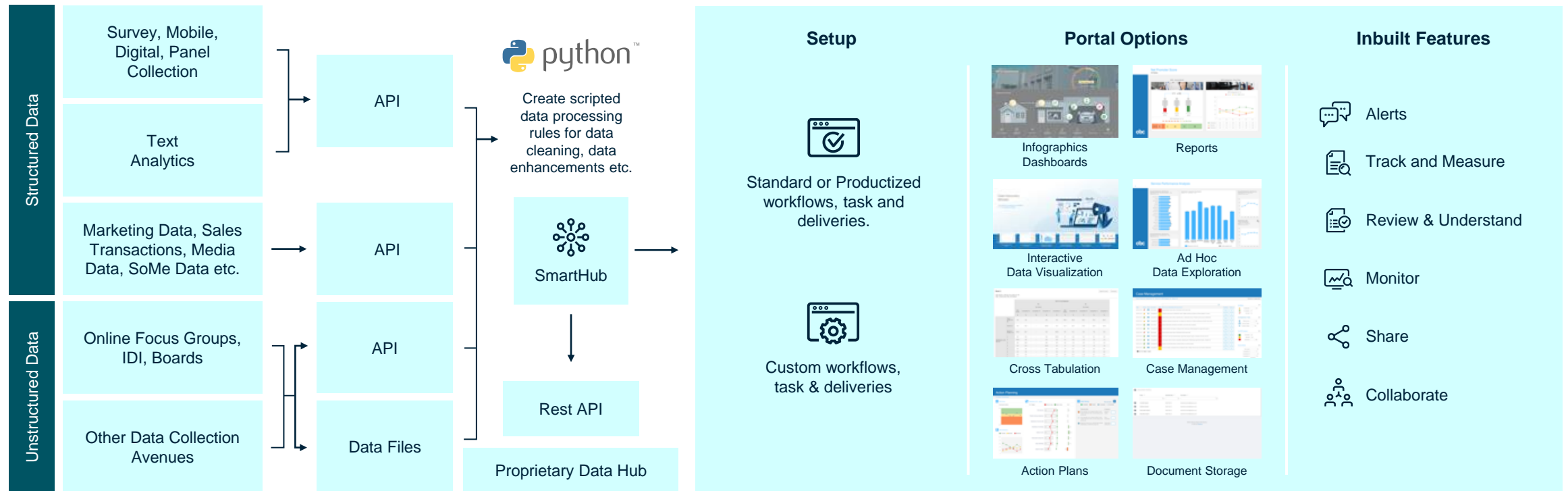
Data Analysis

Reporting

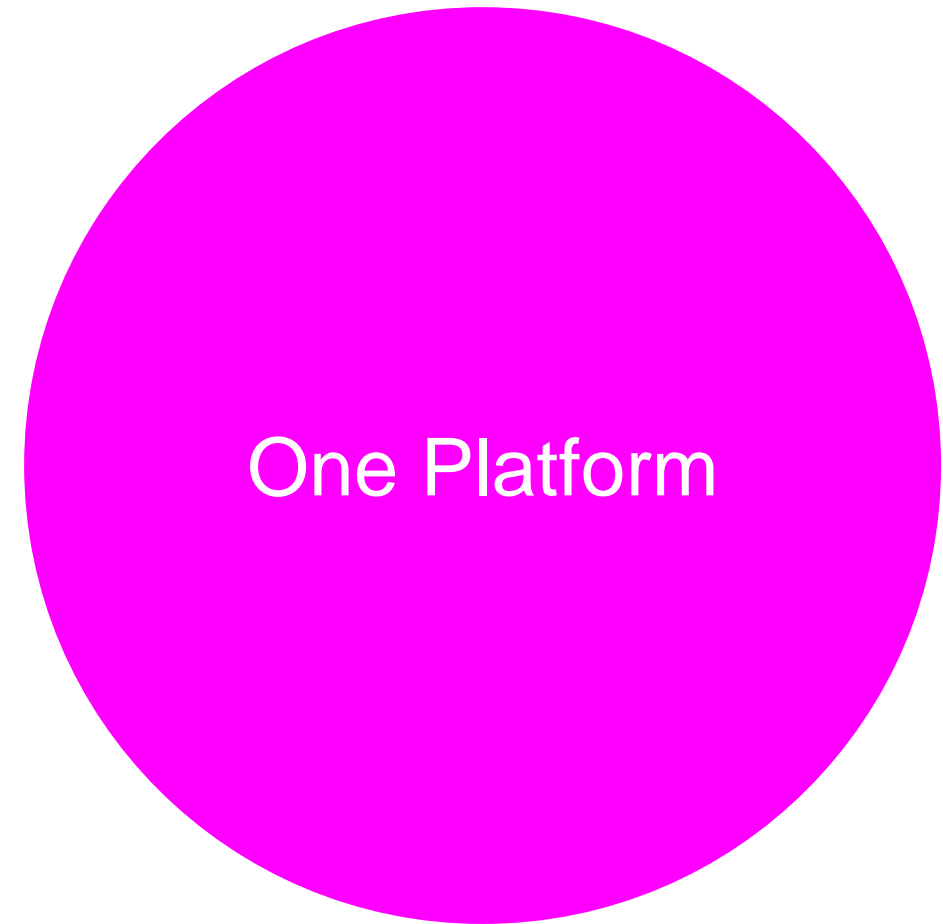
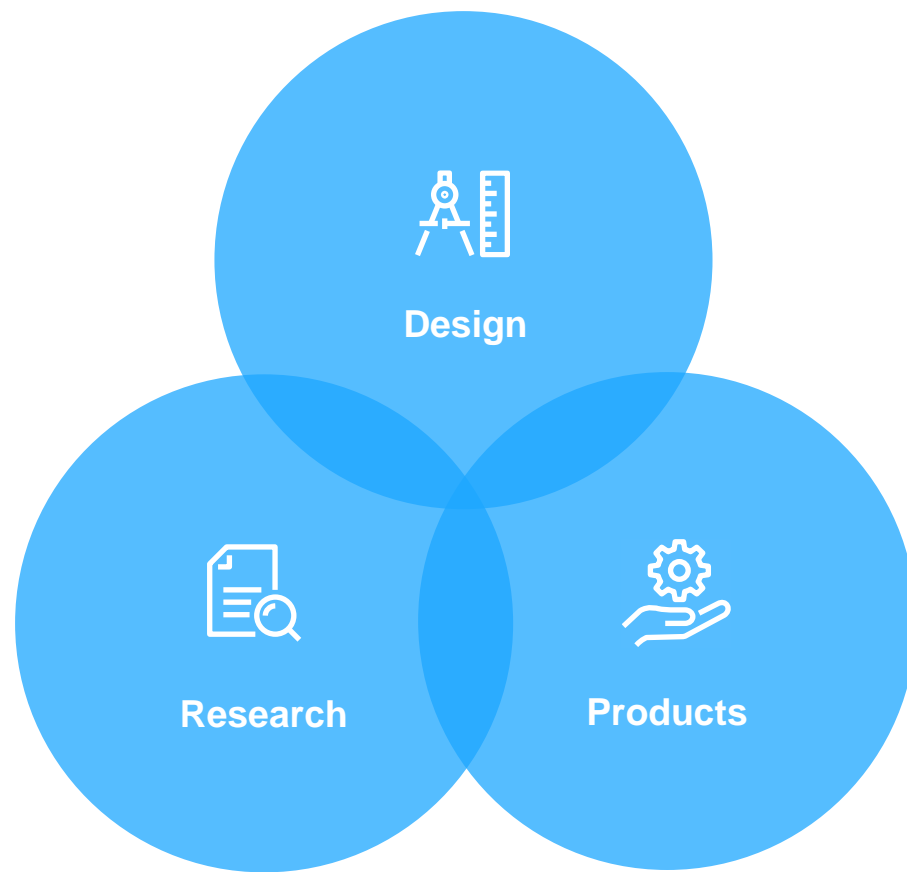
Distribution

Actions and Workflows

Capture Data from Multiple Sources | Automate Data Processing | Reduce Reporting Production Time | Deliver Personalized & Engaging Information | Enable Fast Decisions & Actions



APPLICATIONS: Brand & Advertising | Syndicated | Media | Ad Hoc | Voice of Customer | Voice of Employee



Q&A Session



Thank You

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