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Evolving insights agility through people, process and partners



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# Evolving insights agility

1

Agile implementation: the good, the bad, the learnings

2

Measures of success

3

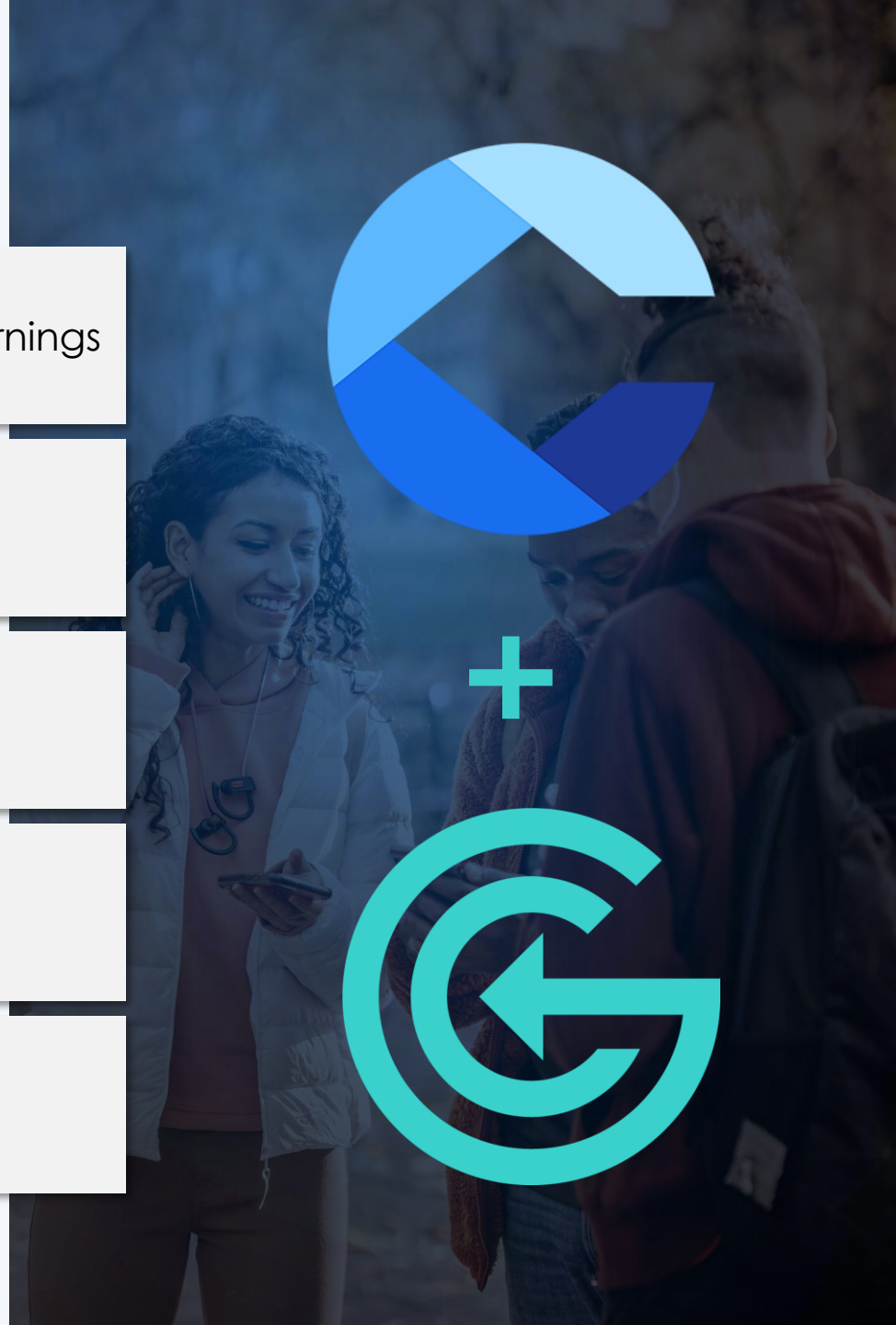
The lay of the land: agile decision-making criteria

4

Enabling agility through a flexible ecosystem

5

Agile myth busting



# The Agile Evolution

2013

## Agile Adoption

Pioneering adoption & incorporating agile tools and automation.

## Agile Implementation

Identification & implementation of agile research tools to drive time and cost efficiency across the organization.

## Scaling Agility

Scaling agile across the organization to drive systematic insights efficiencies. Processes and resources to support democratization of best practices.

2023

## Redefining Agility

Agility isn't just about going faster. It's about effectively meeting the evolving needs of the business in a flexible manner.

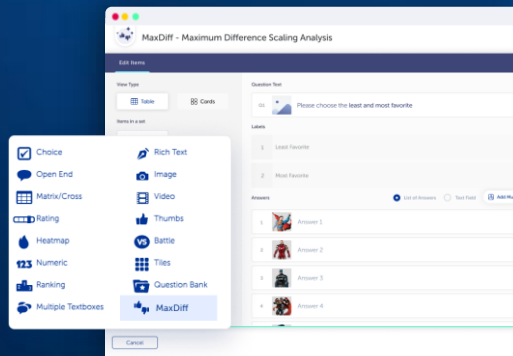
Enabling different levels of agility through people, process and partners.

# A Guide to "Agile": Parameters and Considerations

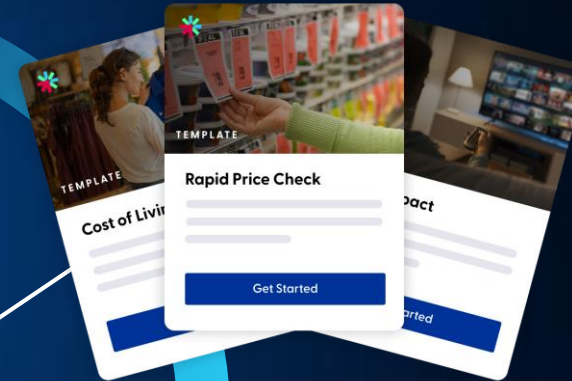


# A curated research ecosystem that redefines agility as flexibility

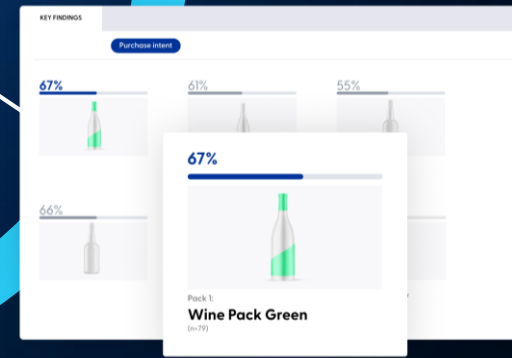
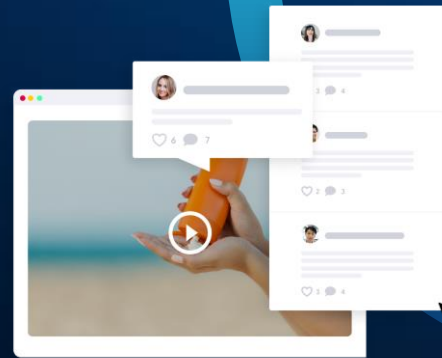
## Easy Ad-Hoc Surveys



## Templated Survey Library



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Human Expertise



## Digital Qual

## Tailored Custom Research

DO IT MYSELF

HELP ME DO IT MYSELF

DO SOME OF IT FOR ME

FULL SERVICE SUPPORT & CONSULTATION

# Agile Myth Busting

**01**

Myth: Agile means fast and cheaper.

**02**

Myth: Good tech is enough.

**03**

Myth: DIY tools OR full-service.

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# Questions?

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**Come chat!**



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**Come visit us at booth #600!**



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# Thank you!

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