

## For Immediate Release

### **Invoke Engage Analytics Emerges as a "Game Changer" for Market Research** *Invoke Continues to Lower Total Cost of Labor with Engage Analytics II*

WALTHAM, MA July 22, 2009 [Invoke Solutions](#), with the release of Engage Analytics II, continues its mission to lower the total cost of labor (TCL) for the market research industry. Engage Analytics empowers market research firms to change the way they operate by delivering an alternative to outsourcing of tasks with non-integrated solutions that have added time, cost and effort to the delivery of projects to end clients. With Engage Analytics II (and future releases), Invoke provides the ability to replace disparate, non-integrated technologies with a single, low-cost replacement solution that removes days and serial processes from the data delivery effort.

"There is no question that our clients will continue to be faced with shrinking budgets and the need for faster turnaround time" comments Ian Kiernan CEO of MRops. "At MRops, our solution has been to leverage innovative and integrated technology to reduce the amount of time and the number of people involved in the lifecycle of a project. The Engage Analytics reporting solution is the game changer that we have been looking for. With a fully integrated Engage Analytics solution seamlessly connected to our data collection platform, we can eliminate the amount of time and budget dollars being spent on data management and reporting. And of equal importance, we can give our market research clients the functionality and power to spend more time analyzing their own data."

Tal Sliwowicz, EVP of Product Strategy for Invoke Solutions comments "Our goal is to continue to add features and functionality to our Analytics solution that replaces the need for multiple applications, conversions, outsourced processing and the associated labor. With Engage Analytics II, and soon to be announced Analytics III, we have included key features such as automated integration with PowerPoint, cross-tabs, advanced filtering techniques, significance testing and weighting, to name a few, all in a solution that is seamlessly integrated with data collection platforms. Our goal is to make Engage Analytics the de facto standard for unparalleled functionality and efficiency, thereby mitigating time, cost and effort out of the delivery of information."

Ben Cesare, CEO of Invoke Solutions continues "The Market Research Industry needs to maintain the "people" part of research, where the expert design, approach and delivery of insights drive the value proposition. Alternatively, if Invoke Solutions can play a key role in mitigating costs in the delivery of this information in terms of time, software investment and labor, we are contributing irrefutable value in the overall research supply chain. And we intend to do so with new iterations of the Engage Analytics Platform today and for years to come."

#### **About Invoke Solutions and Engage Analytics**

[Invoke Solutions](#) is a technology driven market research firm that helps leading companies make better, faster decisions about their brands, products, communications, and customer strategies. In addition Invoke works with many of today's leading market research companies to reduce the total cost of labor with its Engage Analytics solution.

[Engage Analytics](#) is an interactive, real-time, web-based dashboard and data portal that returns immediate insights and houses all project and program data, fulfilling 90% of desired analytics. Simply stated, it allows clients real-time, easy to interpret analysis from research projects allowing them to make clear data-driven decisions that impact the bottom line. Since its initial release in December of '08 Engage Analytics has demonstrated extraordinary value to the research community and end users alike. To learn more about Engage Analytics check out the [demos and tutorials](#) or contact an Account Executive at [sales@invoke.com](mailto:sales@invoke.com)

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