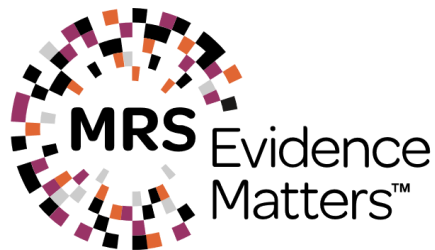AMA DataSet Limited

The
Market Research
Society
(MRS)

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Online System Developer
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Contents

The Market Research Society (MRS)

Overview

The Market Research Society (MRS) is the UK professional body for research, insight and analytics. They recognise 5,000 individual members and over 500 accredited Company Partners in over 50 countries who are committed to delivering outstanding insight. As the regulator, they promote the highest professional standards throughout the sector via the MRS Code of Conduct.

AMA were originally commissioned to create and manage the MRS website in 2003. Since then, we have been involved with many of MRS's web systems. These websites have been created to exactly match the designs and specifications from MRS. The most current changes have seen multiple smaller sites brought together into different areas of the main MRS site. A single sign-on has been implemented to allow users to move seamlessly between MRS's sites. AMA have provided SEO and tracking. As the websites and systems are running on AMA's Strata CMS we have been able to provide MRS with an admin area allowing them to add and manage the content of the website. Content that can currently be managed includes text, images, videos, internal and external links, styling and the ability to move content on or offline.

AMA have also been involved in the typesetting of MRS publications such as the *Research Buyers Guide*. We have also been able to help MRS move the data from publications such as the *Research Buyers Guide* into a searchable online environment as the company moves away from physical printed versions.
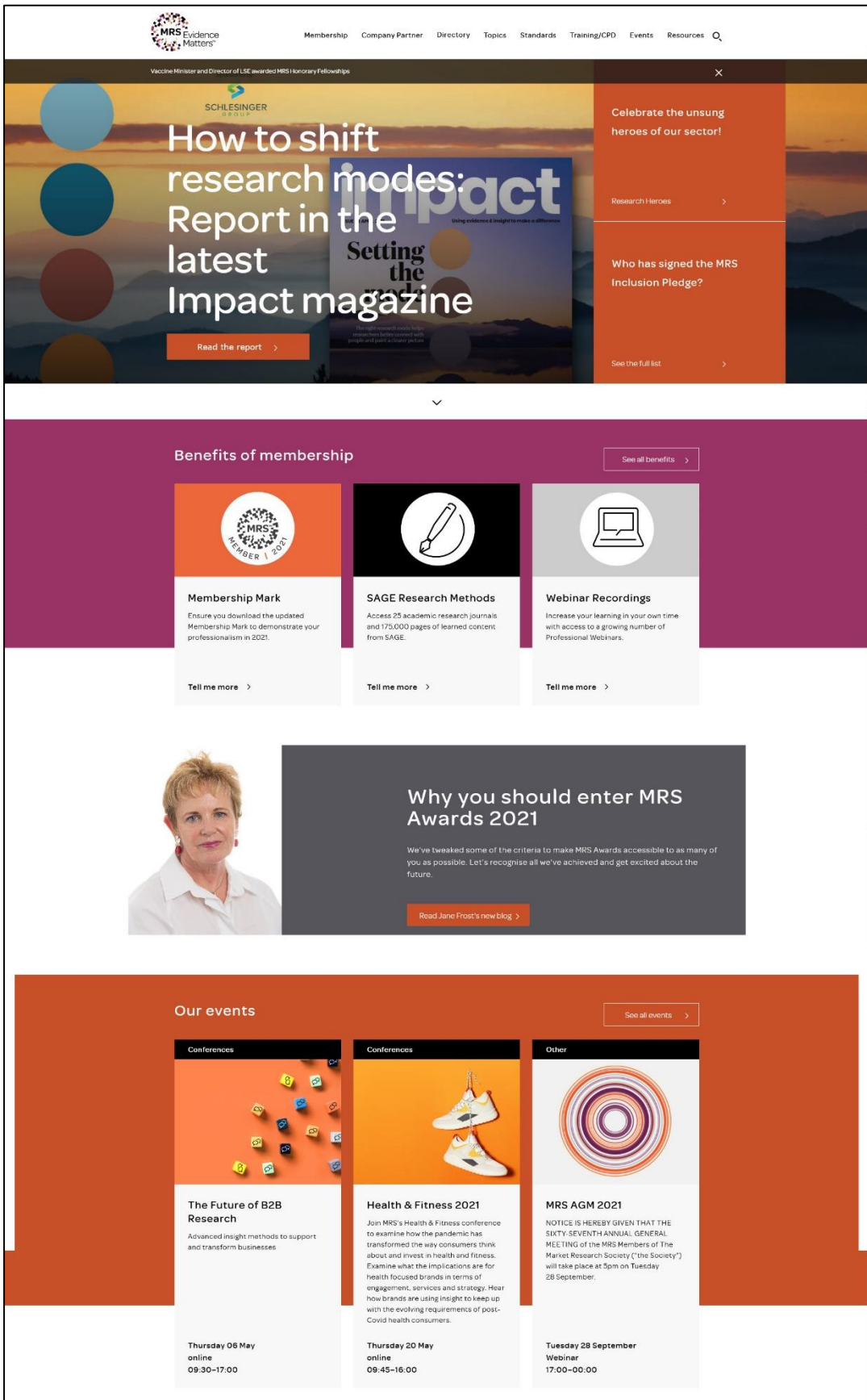
Features

Promotion Site https://www.mrs.org.uk

Commissioned	2003	Research Buyers Guide publication – remote setting
	2005	Online Industrial Survey
	2008	Corporate site www.mrs.org.uk
	2010	Research Buyers Guide publication – online
	2012	International Journal of Market Research
	2012	Annual Conference / Fair Data – micro sites
	2015	Research Live – sister site to www.mrs.org.uk
	2017	Corporate site www.mrs.org.uk full redesign and functionality
	2020	Market Research Foundation – CPD

Sector	Market Research
Location	London
Platform	AMA DataSet – Strata CMS

Websites

- Bespoke page layout
- Bespoke search system
- Fully audited
- Full backup of systems and resources
- Server rollover

- Content management via admin back end
- Single sign on for all websites
- Full SEO
- Secure servers

Sample pages from the MRS website mrs.org.uk

MRS homepage

Video library page on MRS
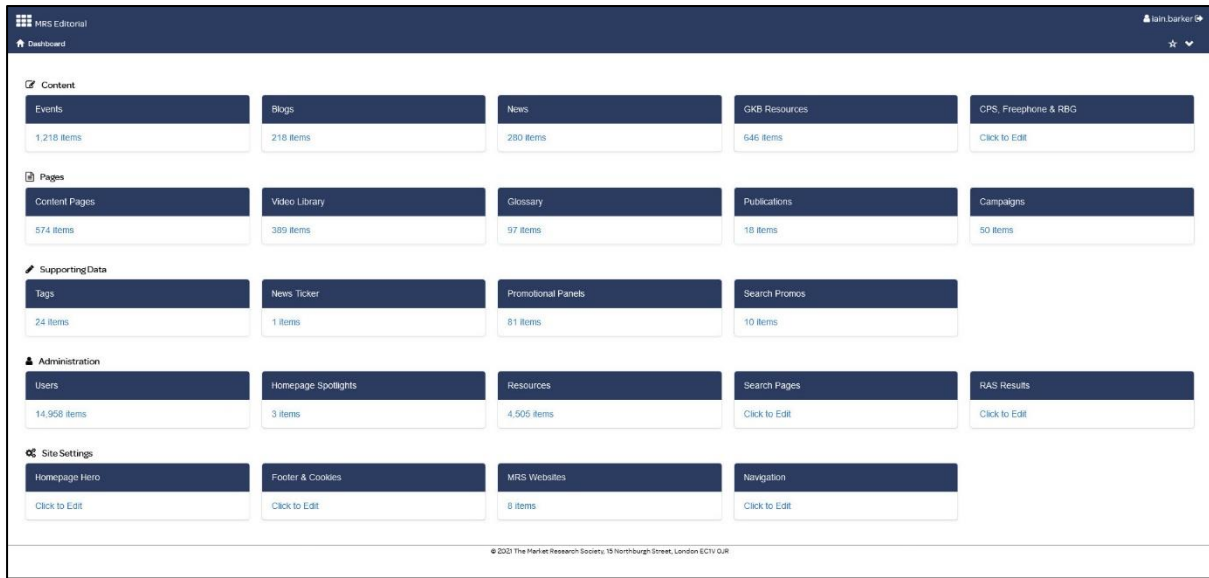
MRS website back end admin system
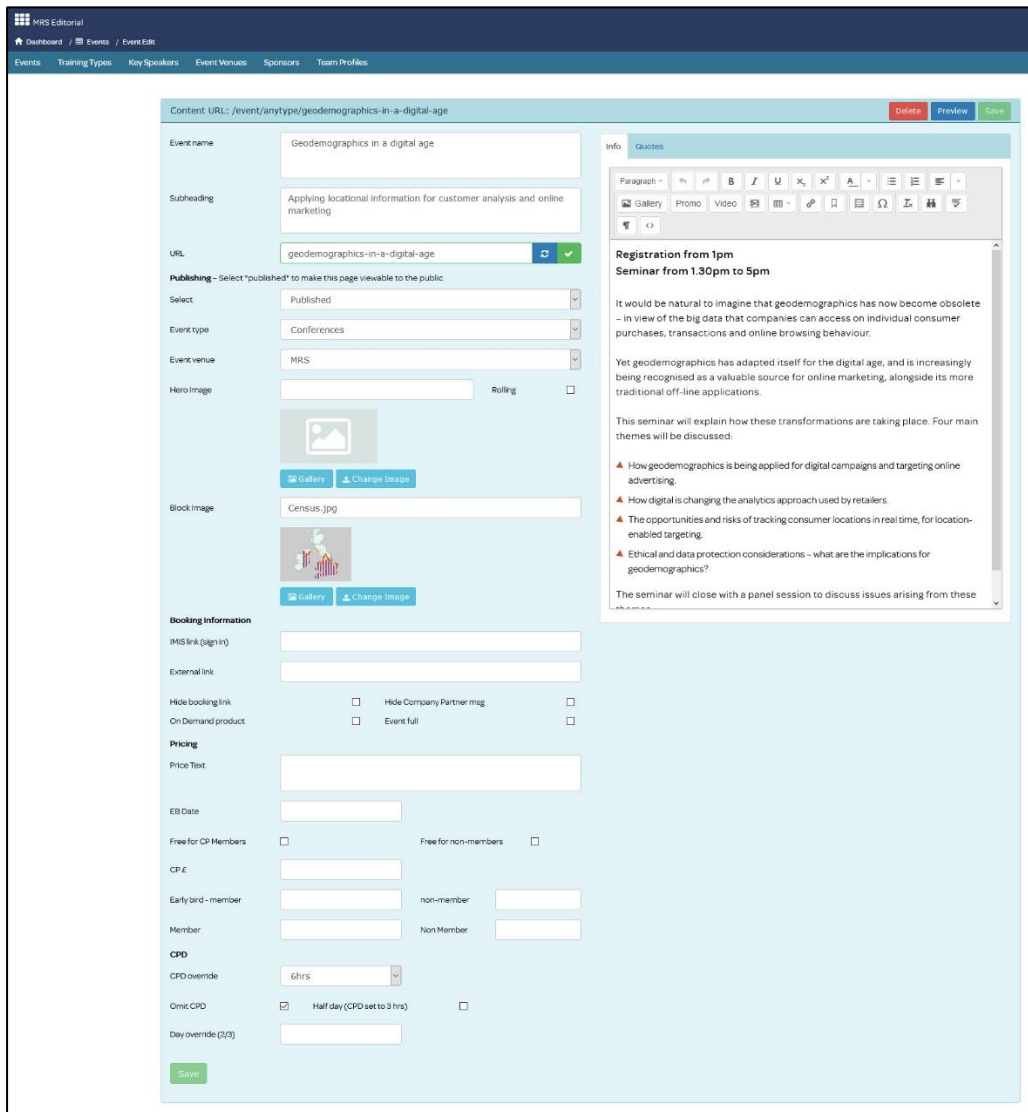
MRS website back end admin system – content example

Research Buyers Guide section of the MRS website

IJMR homepage on the MRS site

Fair Data on the MRS website
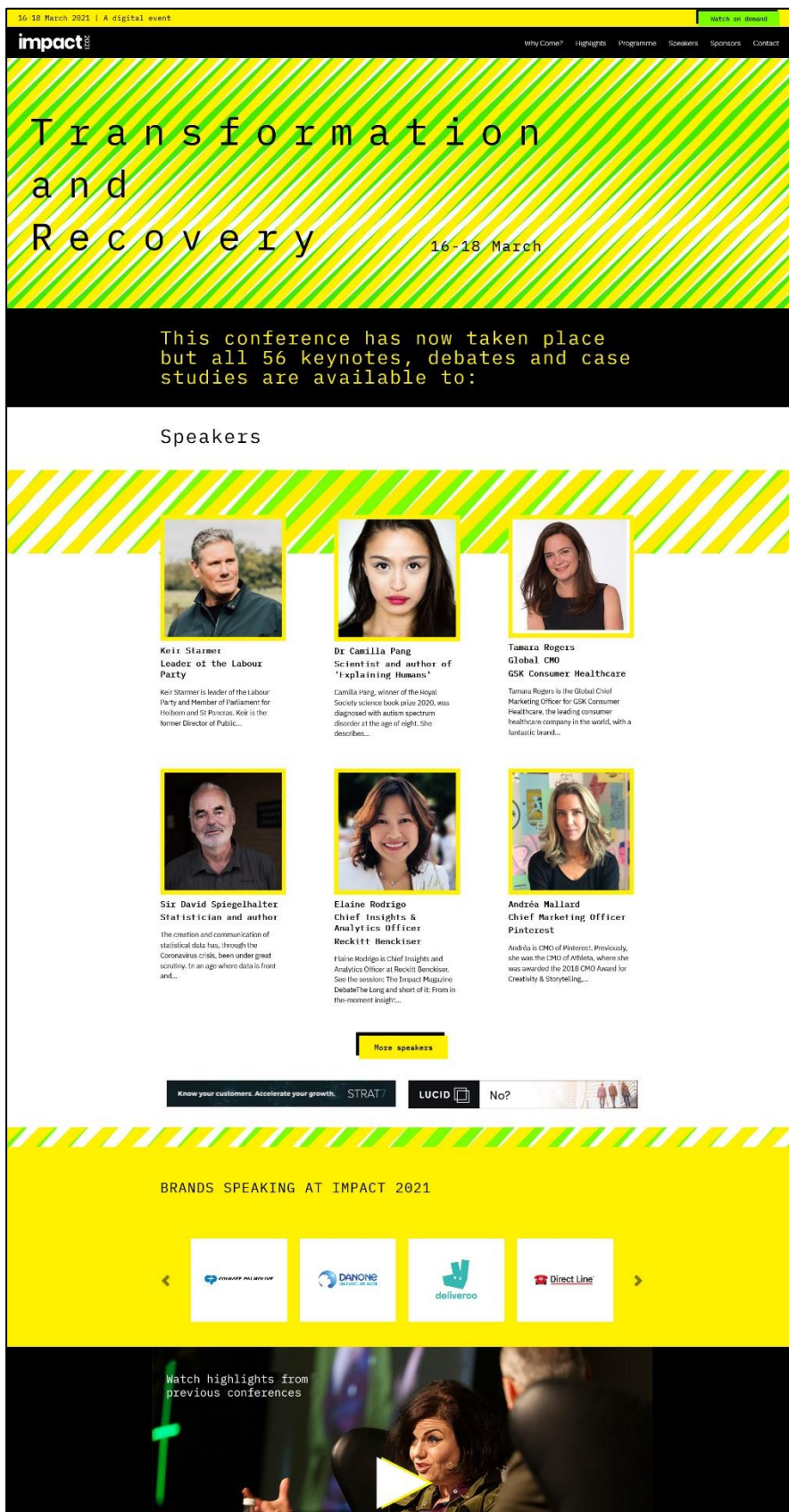
Geodemographics on the MRS website

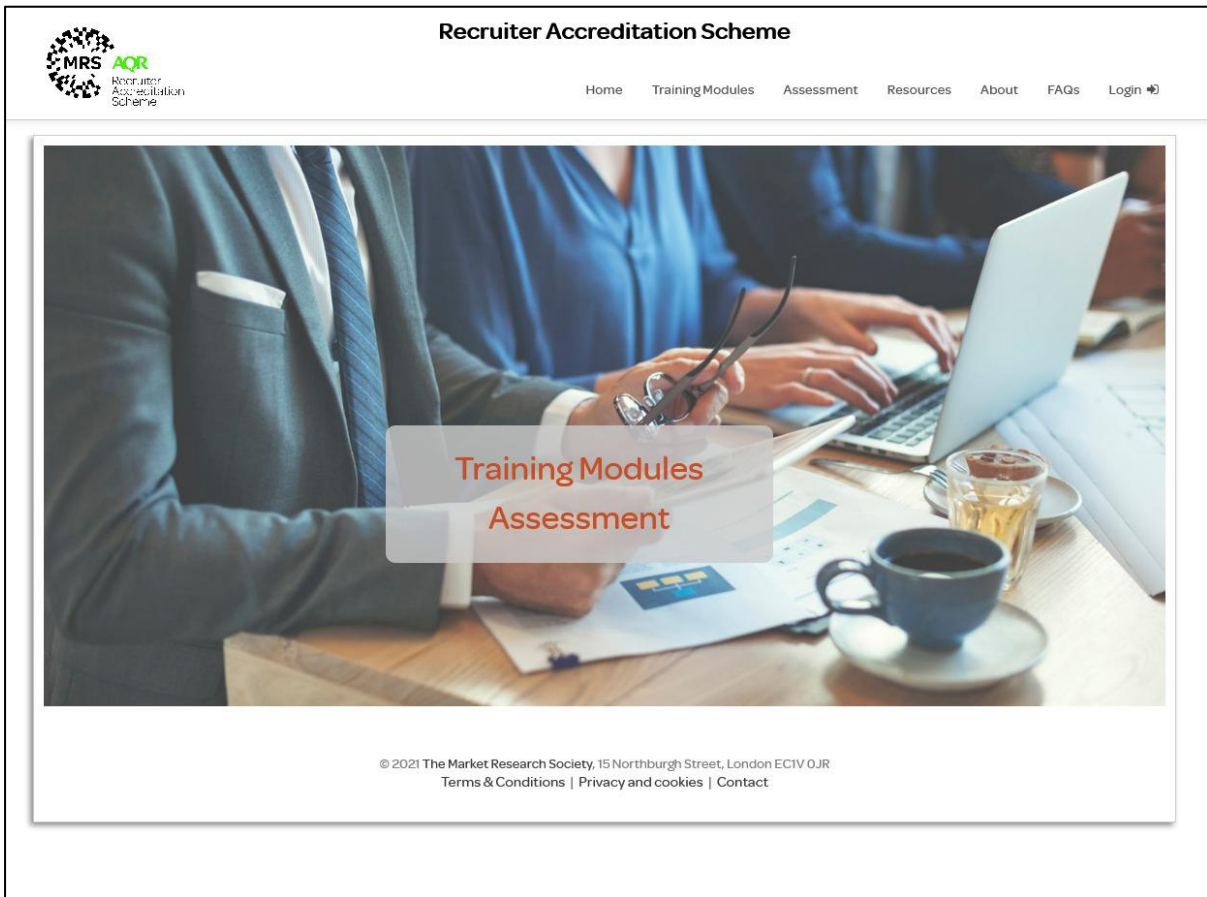Sample pages from the Research Live (www.research-live.com)
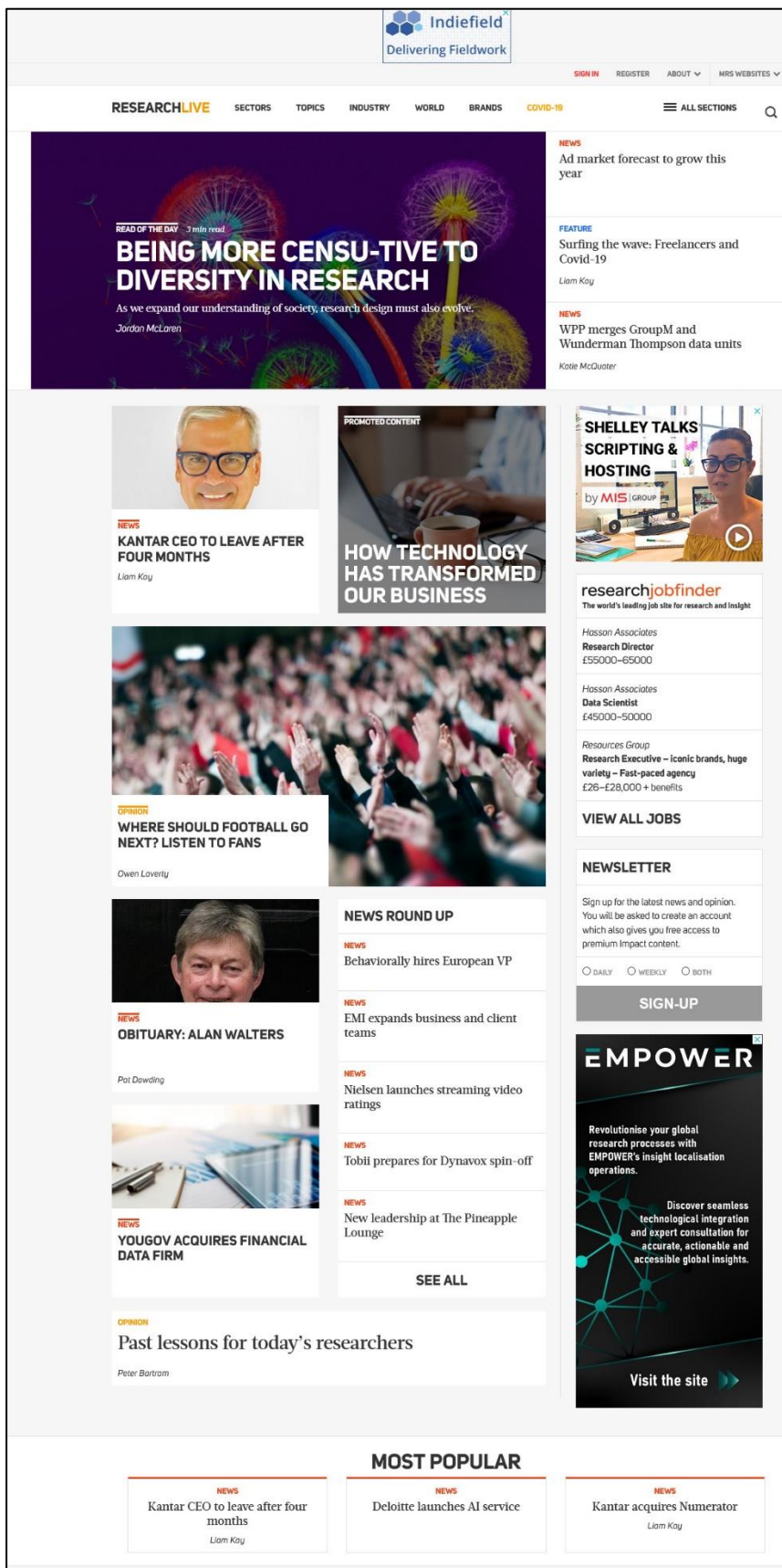
The homepage of Research Live

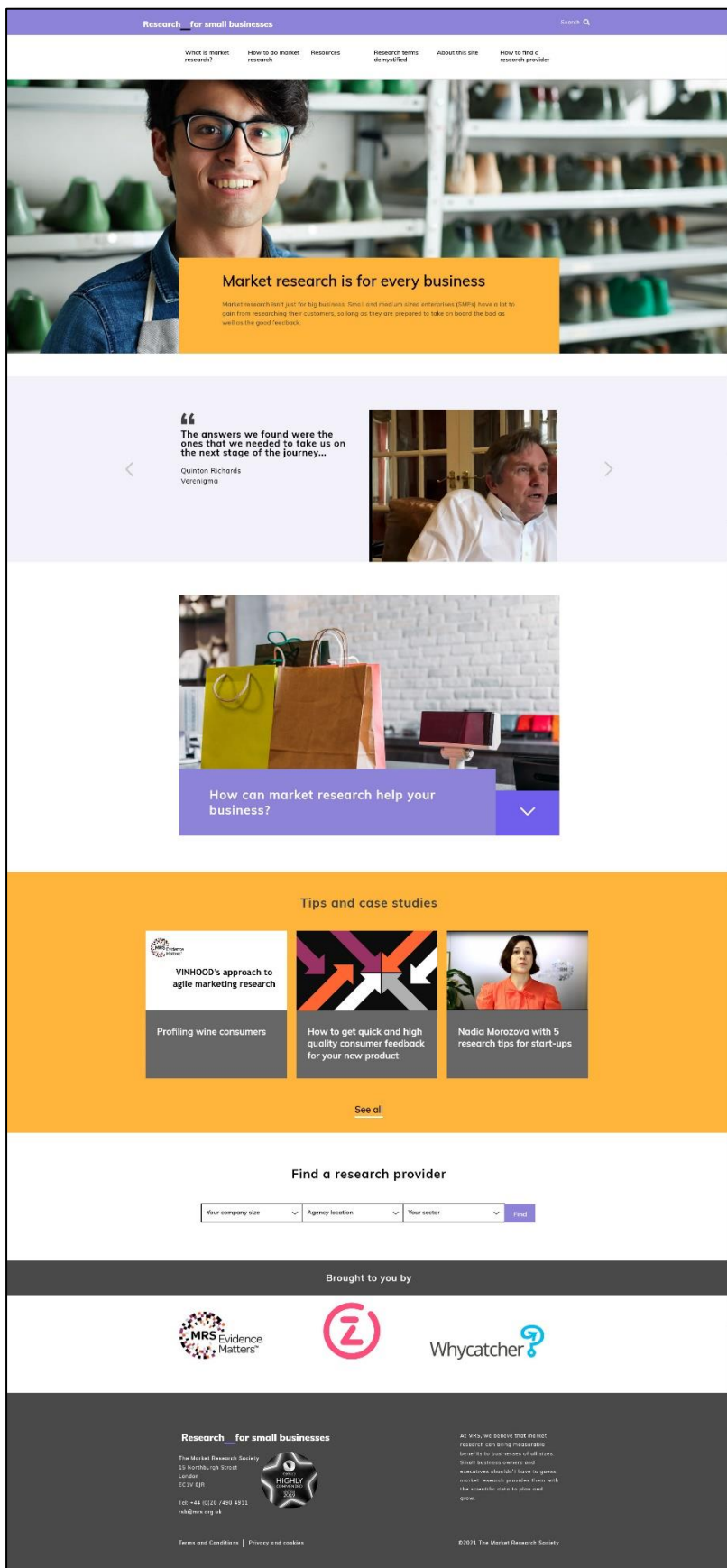Sample pages from the MRS annual conference site (Impact 2021 - www.mrsannualconference.com)

The homepage of Impact 2021

Sample pages from the Recruiter Accreditation Scheme (ras.mrs.org.uk)

The Recruiter Accreditation Scheme homepage

Sample pages from Research for Small Businesses (www.researchforsmallbusinesses.com)

The homepage of Research for Small Businesses

Sample pages from the MRS Annual Survey (www.synygissurveys.com)

Sample input page

Sample pages from the Research Buyers Guide publication

Sample pages from the website Foundation for Learning
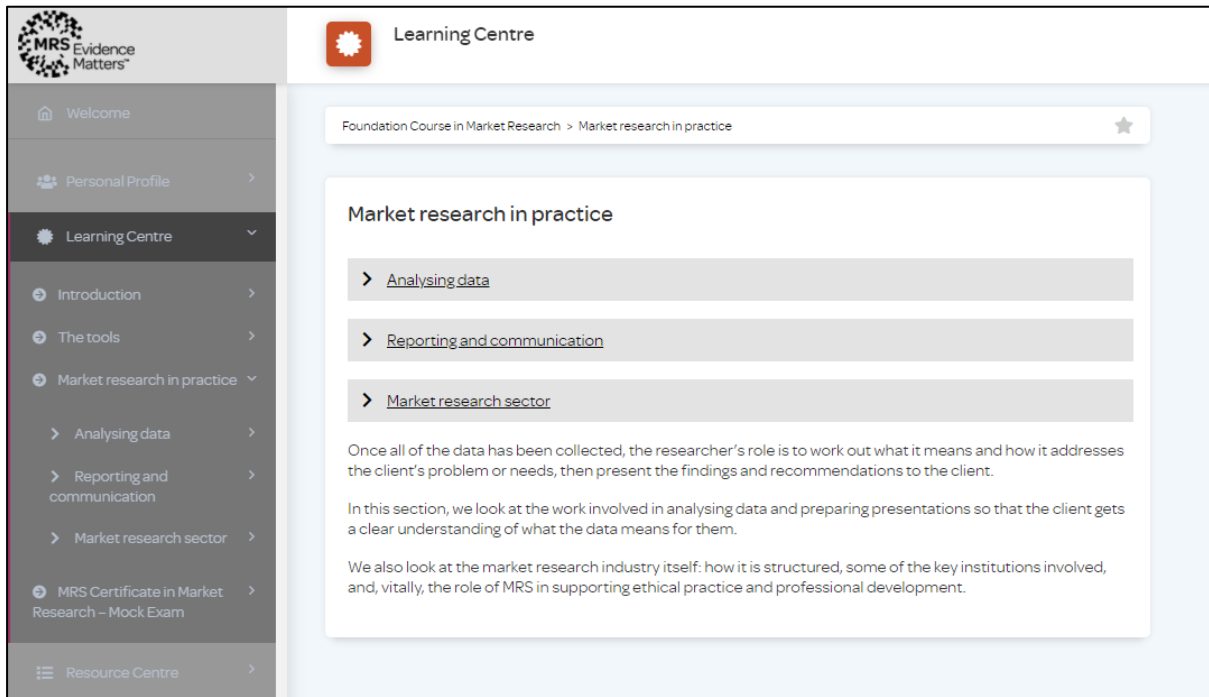
Sample Learning Centre Page

Course Progress

Sample Mock Exam

Test your knowledge

Summary

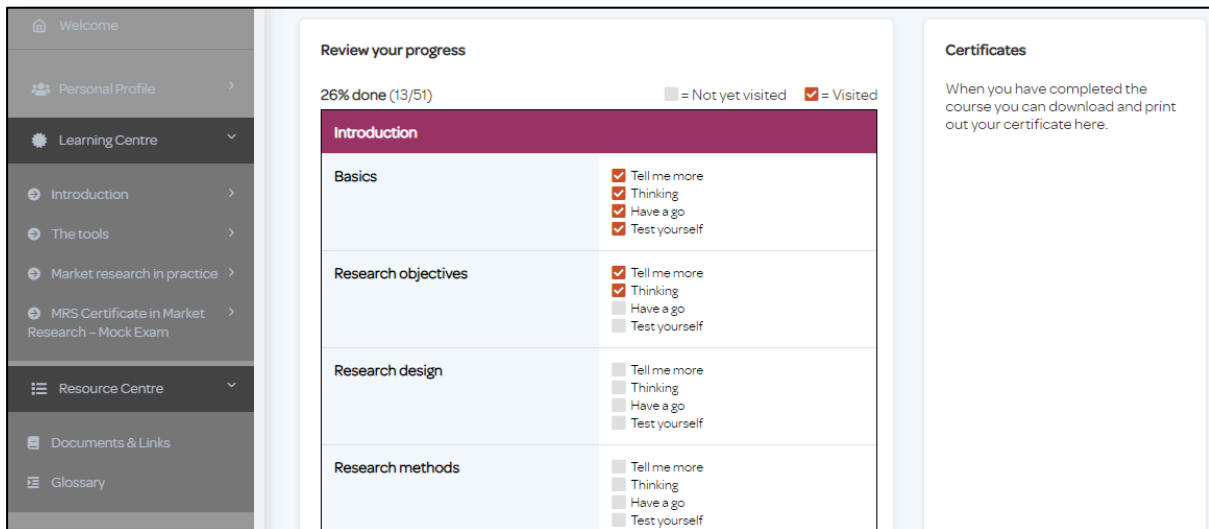|	
Software as a Service (SaaS)	From back-ups to user access, we fully support your solution.
Hosting and Support	Our dedicated servers provide high availability access to your solution.
Bespoke Enhancements	As the software manufacturer we are able to make quick and efficient enhancements to the solution.
Implementation and Configuration	We fully support your software project from setup through to training and launch.
Typesetting and production service	Fully trained in-house typesetter and production control to help with the day-to-day running of the system.
High speed pagination	Documents can be typeset concurrently up to 500 pages per minute in the background.
Consultancy Services	We use our experience gained from hundreds of projects to ensure the right solution for your business.