

2 INDEPENDENT COMPANIES
1 COMMON OBJECTIVE

ATP Canada & DataExpert

BUILDING THE FUTURE OF MR OPERATIONS

- Survey Programming
- Verbatim Coding
- Data Processing
- Charting
- Dashboards
- Rosetta Studio Report Automation Software
- Rosetta Studio Tabulation Software
- Advanced Analytics
- Synthetic Data and Digital Twin Solutions
- Social Listening
- AI Powered Analysis

A Tale of Two Companies

This is the story of two independent companies, **ATP Canada**, and **DataExpert**.

ATP Canada was founded in 1989 to provide operational services to the market research industry. These services have grown to include survey programming, verbatim coding, data tabulations, and charting. We have also developed the Rosetta Studio report automation software.

DataExpert was founded in Hungary in 2006 with similar objectives.

It became apparent that working together we could extend one another's geographic reach and the breadth of our offerings.

Representing DataExpert in North America allows ATP Canada to broaden its offer with high quality dashboards, advanced analytics, and social listening services. It also gives clients access to the AI analysis platform developed by Rubiklab.

DataExpert has access to market ATP Canada's software offerings including the Rosetta Studio report automation software and the new Rosetta Studio Tabulation software.

Two companies sharing one common objective; To continue to work to develop innovative products and solutions, **building the future of MR Operations.**

Dave Homer
President
ATP Canada Software & Services
www.atpcan.com

Survey Programming and Hosting

We program surveys using the UNICOM Intelligence™ software, Decipher™ and ConfirmIT™.

Our surveys are designed to deliver a consistent experience across smart-phones, tablets, and desktops, with responsive templates that ensure the same functionality across devices, browsers, and platforms. We also develop custom solutions by combining survey programming with JavaScript to support proprietary tools when needed.

We have extensive experience managing multi-country, multi-language surveys with complex sampling and quota requirements, supported by strong expertise in data collection and processing. Our structure enables fast turnaround times and direct access to experts during programming and data collection.

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Data Processing Bureau Services

ATP Canada Software & Services Ltd. has delivered high-quality data processing services to the market research industry for over 35 years. Nearly 30,000 projects later we continue to consistently deliver accurate work on time and at fair prices, while working proactively as an extension of your team.

Services include tabulations in multiple formats, verbatim coding, and data cleaning.

We support clients across North America and Europe and are often engaged when others cannot deliver. Your data remains secure on Canadian and U.S.-based servers.

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Charting Bureau Services

ATP Canada operates a world-class charting bureau which takes advantage of its Rosetta Studio report automation software. We're known for high-quality work and exceptional customer service.

Our team is highly experienced in producing PowerPoint™, Excel™, and Word™ deliverables, creating presentations that tell clear and effective stories, using creative, innovative approaches to data visualization supported by strong design skills.

Whatever your charting needs, we deliver fast, reliable, and professional report production.

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Dashboards

DataExpert, as the European partner of **ATP Canada**, provides professional data visualization solutions that transform complex market research data into clear, intuitive diagrams, dashboard applications, infographics, and compelling visual stories.

Our goal is to ensure maximum user adoption.

Our comprehensive services include:

- Dashboard Application development with centralized data management
- Assessment and optimization of existing reports and dashboards
- Development of visualization concepts and style guides
- Design of static reports and interactive dashboards
- Infographic-based storytelling
- Self-service data discovery concepts

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Rosetta Studio™ Report Automation Software

Rosetta Studio™ is a powerful all-in-one solution for automating PowerPoint™ and Excel™ reports, enabling close to 100% automation.

Users report significant time savings and improved accuracy by eliminating repetitive production tasks. This leads to higher job satisfaction and reduced staff turnover.

Designed for ease of use, Rosetta Studio™ features a flexible tagging system that adapts to changing data tables, along with wizards and libraries that maximize reusability.

Rosetta Studio™ automates complex reporting workflows, helping teams deliver faster, more accurate, and more consistent reports.

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Rosetta Studio™ Tabulation Software

Our latest software project is Rosetta Studio™ Tabulation, a powerful software that can be quickly mastered.

Rosetta Studio™ Tabulation works quickly to deliver stand-alone table sets or can be used in conjunction with Rosetta Studio™ to give users greater flexibility and speed in reporting.

Rosetta Studio™ Tabulation works directly with SPSS™ .sav files and integrates with Rosetta Studio™. Get everything set up ahead of time and refresh your tables and report when you get final data.

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Advanced Analytics

Supporting better decision-making and predictive insights through advanced data analytics.

- Correlation Analysis
- Choice-based Conjoint
- Correspondence Analysis
- Gabor-Granger Pricing Model
- Brand Image Profiling
- And custom solutions
- Price Sensitivity Meter
- Latent Class Analysis
- MaxDiff
- Multilevel Modelling
- Network Analysis
- Neural Networks
- Shapley Value Regression
- Segmentation
- Time Series Analysis
- TURF Analysis

DataExpert combines deep expertise in data analytics with tailored analytical solutions to the full potential of market research, marketing, and experience management data.

From classical statistical methods to advanced machine learning, we apply the right approach to answer your business questions and uncover market dynamics, trends, and customer behavior.

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Synthetic Data and Digital Twin Solutions

DataExpert also delivers advanced **synthetic data and digital twin solutions** that help research teams complete, enrich, and balance survey datasets – without additional fieldwork.

Built on patterns from real respondent data, DataExpert's synthetic records & digital twin approach preserve the structure and integrity of your questionnaire, helping you reach low-incidence segments, fill gaps, and reduce field time and costs. Rather than replacing real respondents, this approach extends your data, turning partial datasets into complete, analysis-ready results while maintaining credibility and methodological consistency.

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Social Listening

Understand Real-World Perspectives Through Social Listening with DataExpert

Access insights from 40,000+ global sources in 50+ languages and go beyond traditional metrics – uncover trends, track sentiment, and make smarter decisions based on a deep understanding of your audience and their authentic voice.

What makes DataExpert's approach unique is its combination of **advanced technology and human-centred analysis**. We don't just gather data – we interpret meaning.

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AI Powered Analysis

Rubiklab, a subsidiary of DataExpert, has developed a powerful qualitative and quantitative insight platform that transforms unstructured data into structured, searchable knowledge. Allowing you to focus on strategic decision-making.

Empowering market researchers with **scalable knowledge management** and unbiased insights, supported by rigorous analysis and **enhanced by AI**.

Key benefits

- Structure and connect qualitative inputs across formats and studies
- Automatically tag themes, emotions and key segments
- Search findings using natural language queries
- Compare insights across time, audiences and sources
- Combine quantitative and qualitative data in one environment
- Build institutional knowledge that grows with every research cycle

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Building the Future of MR Operations

DataExpert and ATP Canada each have a long history of providing operational services to the market research industry.

Over time both organizations have used their extensive knowledge to develop innovative software solutions to automate processes.

We are now integrating AI into our processes and software solutions.

This is where our extensive experience and knowledge of the industry is invaluable. In an industry where 100% accuracy is the expectation, you just can't give complete trust to AI only solutions.

Both companies will continue to develop research technology and behind the scenes process automation solutions. However, we will do this in a controlled and thoughtful manner.

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