# MRDC Software offering DigitalMR solutions in Asia Pacific

MRDC Software has formed a partnership with DigitalMR offering listening247_ and communities247_ in the Asia Pacific region.

LONDON, UNITED KINGDOM, March 6, 2017 /EINPresswire.com/ -- MRDC Software - a research software specialist, has decided to form a partnership with DigitalMR, offering the latter's listening247_ and communities247_ in the Asia Pacific region.

listening247_ is a 3rd generation Social Listening & Analytics solution, and the only one that was developed specifically for the purpose of customer insights. It utilises Artificial Intelligence to analyse millions of public posts from social media and other online sources for Sentiment, Topics, and Emotions, with high accuracy. listening247_ can be used for any brand, product, or topic, in any language.
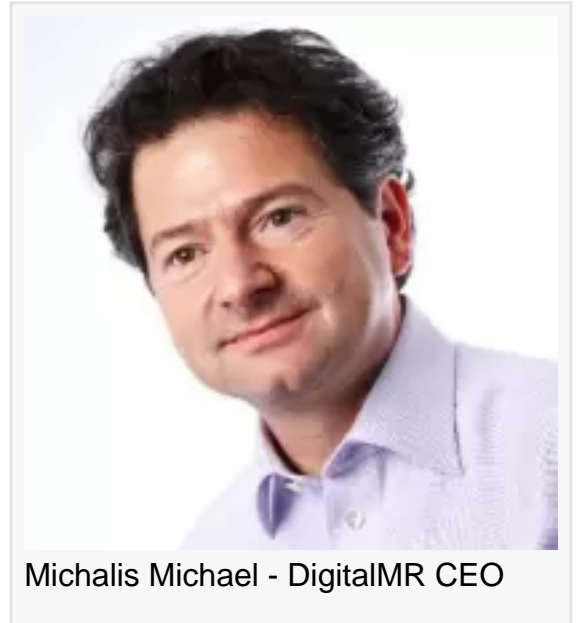
Michalis Michael - DigitalMR CEO

communities247_ is an award winning private online communities platform that enables companies anywhere in the world to recruit and engage with 10s, 100s, or even 1000s of consumers, for the purposes of marketing insights, co-creation, customer activation, and brand advocacy. The platform is multilingual, equipped with a variety of native tools such as bulletin boards, polls, video diaries, and has the capability to easily integrate 3rd party survey tools.

> " Online communities and social listening are growth areas and the DigitalMR platforms offer new opportunities for research agencies big and small."
> *Phil Hearn - MRDC Software CEO*

Phil Hearn, MRDC Software CEO, said: "We are delighted to be adding these products to our portfolio and will be supporting customers from our offices in the Philippines. Online communities and social listening are growth areas and the DigitalMR platforms offer new opportunities for research agencies big and small."

Michalis Michael, DigitalMR CEO, said: "Customers in Europe have had great success with our products and brand managers have found new insight that can give an important competitive edge. We are delighted to partner with MRDC Software as we see a great deal of opportunity in this rapidly expanding market."

About MRDC Software
MRDC is an established company that provides software to the market research industry with offices in the United Kingdom and the Philippines. MRDC sells both its own software and leading third-party products, to provide its clients with the best software available for data collection, analysis and reporting; truly offering a one stop shop for all your research software needs. MRDC also offers a complete service for data analysis services, online survey scripting and management, automated

reporting services and consultancy services, to assist with the management of complex projects.

Contact MRDC Software

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About DigitalMR
DigitalMR is an early stage high tech company in the space of market research and marketing with proprietary solutions for Social Listening and Online Communities. Following 4 years of focused R&D in Artificial Intelligence - financed by multiple government grants and self generated cash - DigitalMR has developed a lot of unique I.P. some of which is patent pending. Their main areas of research are: text analytics - NLP, sentiment & semantic analysis, emotion detection and scoring, automated image theme and sentiment analysis. DigitalMR has presence in numerous countries and works with blue-chip multinationals such as P&G, SABMiller, DIAGEO, Vodafone, Saxo Bank, YPO, Nielsen, TNS, and many more.

Phil Hearn - MRDC Software CEO

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