

# Dapresy Offers Comprehensive and Flexible Software Reporting

*Dapresy's Flexible Reporting Enables MMR Research Associates' Clients To Identify Business Trends, Take Action Faster*



*"The Dapresy team helps us empower clients while simultaneously freeing up their time to focus on strategic matters. Dapresy offers comprehensive and flexible software reporting for all of our ongoing client research needs – and what they can't provide immediately, they create quickly."*

**Patricia Houston**, VP – Client Relationships, MMR Research Associates

## ABOUT ACADEMY SPORTS + OUTDOORS

Academy Sports make it easier for everyone to enjoy more sports and outdoors. At each of its 230+ U.S. locations, the retailer carries a wide range of quality hunting, fishing and camping equipment, patio sets and barbecue grills, along with sports and recreation products, at everyday low prices.

## ABOUT MMR RESEARCH ASSOCIATES

The team at MMR is a passionate group of forward thinking experts providing customized, decision-focused marketing research since 1999. Operating as a research concierge, MMR builds strong partnerships with clients who rely on the outcome-focused process and method-agnostic approach underlying the MMR Decision Framing System™.

## THE CHALLENGE

MMR's clients are increasingly demanding flexible reporting. Typically, they want full data access for one of three reasons: because they have dedicated staff tasked with ad-hoc analysis; because they want to integrate internal data streams; or they are looking to build knowledge warehouses.

In the case of Academy Sports, the client wanted to rebuild a tracking program from the ground up that was flexible enough to support a range of reporting needs. These included:

- Monthly tracking of core brand health metrics.
- Detailed deep dive reports at the category level scheduled throughout the year.
- Special topic modules to keep the tracker relevant.
- The ability to create reports for hot topic, ad hoc requests from within the organization.



### THE CHALLENGE CONT.

To meet the needs of Academy Sports and other clients, MMR evaluated dashboard options, some of which it determined weren't intuitive or built for market researchers. According to Patricia Houston, VP - Client Relationships, MMR Research Associates, "We selected Dapresy as our partner because of their software reporting flexibility and market research know-how. Because they understood our needs and vision for the project, Dapresy became an extension of our internal team."

Houston noted that during the evaluation, Dapresy sought MMR's input into how the research firm wanted to view its data. "It was never about 'if' they could do it. Because of their strong market research background, they clearly understood our needs. In addition, upon delivery, our client told us they couldn't overstate how good the online dashboard looked and felt."

### THE SOLUTION

Dapresy Pro transforms complex data into easy-to-understand stories enabling all members of global enterprises to recognize trends, collaborate and take action. Its deep software functionality supports a variety of market research projects, including brand and marketing, customer experience, ad hoc and syndicated research. With Dapresy, organizations can act on data faster and with greater confidence.

Following implementation Academy Sports has been able to use Dapresy Pro's multiple levels of reporting for its stakeholder needs, including:

- Portal for their internal analysts to run more robust data pulls.
- Status check view for executives.
- Portal for the research teams at agency partners to run analysis.

Today, Houston noted, if the C-suite has an important question of the day and needs a quick answer, the research team is armed with the dashboard as a way to drive business impact quickly. Moreover, the CMO has a succinct health check landing page that he can log into as needed. MMR regularly provides deep dive category reports and quarterly reports to Academy Sports to support business decisions.

In addition, because Dapresy Pro is so intuitive, Academy Sports provides dashboard access to a variety of its own marketing agencies to do ad-hoc reports for media planning. This enables Academy Sports' advertising and other agencies to provide recommendations more quickly, while allowing Academy Sports' Marketing Research group to focus its valuable bandwidth on other strategic matters.

Meanwhile, MMR has Dapresy update the dashboard for the continuous tracker so staff members are freed up to meet other important client tasks. Because the Dapresy software portal covers all of these needs and delivers access to read-to-distribute data views to the Research and extended teams, MMR doesn't need to create dashboards every month. As a result, it can function at a "business consultant" as opposed to a "librarian." It also has the ability to include internal data streams in the dashboard not included in the tracker.

Among noteworthy Dapresy Pro software features, Houston cites multiple levels of stat testing; the fact that it's truly custom – if MMR could think it up, Dapresy could build it; the ability to restrict what data can be viewed if base sizes are too small; and being able to calculate variables in the system and integrate multiple data streams.

## FUTURE PLANS

In the future, if Academy Sports requires additional customer studies or other external data source pulls, the same Dapresy dashboard can quickly expand with few adjustments to include all data in one place.

## OUTCOMES ACHIEVED WITH DAPRESY

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- Provides the right data in the hands of those that need it, when they need it.
- MMR is empowered to provide strategic business consulting instead of constantly creating reports. Its partnership with Dapresy enables it to be a one-stop marketing research shop for its clients. It has been able to “expand its toolkit” since it is both method and technology provider agnostic.
- Academy Sports researchers can now quickly address “questions of the day” that come from the C-suite since they have the ability to create ad-hoc reports.
- Academy Sports’ marketing agencies can make faster and better decisions because they can create ad hoc reports quickly as needed.
- MMR and Academy Sports have the ability to expand the dashboard to include future on-going studies.

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## ABOUT DAPRESY

Dapresy provides a highly efficient and effective data reporting software for market research and customer experience management. The SaaS solution offers users flexibility and choice in delivery from standard cross tables, PowerPoint and PDF downloads to highly visual and compelling dashboards. Market research agency and enterprise professionals in more than 25 countries utilize Dapresy Pro to clearly communicate complex data from markets, users and customers. Founded in 2003, Dapresy has a headquarters in Sweden with a North American headquarters in Portsmouth, NH. In addition, the firm has offices in London, Munich, Toronto, San Francisco and Brisbane.