



**CASRO Institute for Research Quality
Announces ISO Certification of Annik Technology Services Pvt. Ltd.**

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For Immediate Release

For More Information
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Port Jefferson, NY – The CASRO Institute for Research Quality (CIRQ) has awarded certification to Annik Technology Services Pvt. Ltd. for compliance to the **ISO 20252 Standard for Market, Opinion and Social Research**.

ISO 20252 establishes globally recognized terms, definitions, and service requirements for project management in research organizations. Processes outlined in ISO 20252 are designed to produce transparent, consistent, well-documented and error-free methods of conducting and managing research projects. This improves an organization's productivity and efficiency by creating clear lines of accountability, reducing errors and rework, shortening cycle times, and reducing costs. This certification adds to Annik's list of external certifications including ISO 27001 and CMMi 3.

Annik's global market research support services division leverages its technology, data and domain expertise to deliver data collection, tabulation and reporting solutions for the market research industry across the world. This certification covers the entire range of Annik's Research Services business, including FieldWork Plus (FWP), survey programming, data processing and project support delivered through its Gurgaon and Hyderabad locations.

"We are happy to achieve the ISO 20252 certification for our Market Research processes which reinforces our position as a high quality supplier of these and other related services," commented Sandeep Bhatia, COO of Annik.

About CIRQ

CASRO formed CIRQ (The CASRO Institute for Research Quality) to provide assessment and certification services to research firms seeking certification to ISO 20252 and/or ISO 26362. CIRQ, a non-profit entity, is committed to providing timely, thorough, and impartial assessments of its customers' quality management systems in order to make a determination regarding certification to ISO 20252 and/or 26362. All CIRQ auditors have extensive experience in the research industry. CIRQ has been established in compliance with all ISO requirements for certification bodies that provide auditing and certification services for ISO 20252 and 26362. In order to conform to its mandate of objective and impartial audits to these ISO standards, CIRQ is

independently operated and managed under the oversight of an Advisory Board and submits to an annual audit to ISO/IEC 17065 Standard for Conformity assessment *Requirements for bodies certifying products, processes and services* by external authorities on ISO certification bodies.

About Annik Technology Services

Annik offers business data-driven and knowledge-directed expertise. With more than 900 research, data and financial experts worldwide, the company's people offer their greatest value in applying Annik's many advanced technology solutions to resolving client information-related requirements. As a leading provider of marketing analytics and research solutions, clients rely on Annik to provide a cost-effective marketing analytics and research infrastructure. This allows clients to focus on their research consulting solutions as they reduce operations overhead with Annik's global panel brokerage services and technology-based online research tools.

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