



CASRO Institute for Research Quality Announces ISO Certifications of Online Market Intelligence (OMI)

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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 **Online Market Intelligence (OMI)**, a Moscow, Russia-based online access panel provider, for compliance to both the **ISO 20252 Standard** for Market, Opinion and Social Research and the **ISO 26362 Standard** (Access Panels in Market, Opinion and Social Research). This marks the first such dual certification awarded by CIRQ since it was founded in 2010.

The scope of OMI’s certification includes online data collection using proprietary B2C, Automotive, B2B IT and Physician access-panels in Russia, Ukraine, Kazakhstan, Belarus, Latvia, Lithuania, Estonia; survey programming and scripting; data processing, verbatim responses coding, cross-tabulation; and recruiting for online qualitative studies. OMI provides these services to clients worldwide.

“We consider the ISO credential as a prestigious achievement which will resonate with clients seeking to ensure quality deliverables in Russia, Ukraine, and other countries that we cover,” commented Alexander Shashkin, Chief Executive Officer of OMI. Shashkin credited a smooth implementation and audit process to his attendance at a week-long ISO Implementation Workshop (hosted by CASRO at its headquarters here in May, 2013). “To accomplish all we did within six months of attending the workshop would not have been possible without the individual consultation and extensive tutelage I received from the ISO experts during that week,” Shashkin said.

“The ISO audit preparation process in itself has proven to be a significant benefit to OMI as it resulted in changes that have already improved quality and efficiencies,” added Alexey Fedorovsky, Chief Operating Officer, who headed the ISO implementation effort.

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.

ISO 26362 specifies the terms and definitions, as well as the service requirements, for organizations and professionals who own and/or use access panels for market, opinion and

social research. It develops the criteria against which access panel providers can be evaluated and against which the quality of access panels can be assessed. ISO 26362:2009 is applicable to all types of access panels, whether recruited and used online (e.g. via internet) or offline (e.g. via telephone, post or face-to-face interaction).

Adherence and certification to such standards provides a basis of confidence for clients and other constituencies that the work produced is being executed with quality processes and controls in place. Implementation of this ISO standard improves an organization's productivity and efficiency by creating clear lines of accountability, reducing errors and rework, shortening cycle times, and reducing costs. The internationally recognized standard also provides a basis for subcontractor evaluation and can enhance global competitiveness.

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 OMI

OMI is a company with offices in Russia and Finland providing integrated solutions for online market research used by research organizations, advertising agencies, and marketing departments of Fortune 500 companies. OMI is the only research company in Russia that holds the Gold Certificate for quality and consistency awarded by the U.S.-based online panel auditor Mktg, Inc. Since 2007 the company provides online survey programming, data collection through proprietary online panels of Consumers, Vehicle Owners, IT Professionals, Physicians, and Patients in Russia, Ukraine, Kazakhstan, Belarus and the Baltic states and real-time data visualization. OMI also provides an opportunity for mobile research and has mobile panel in Russia.

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