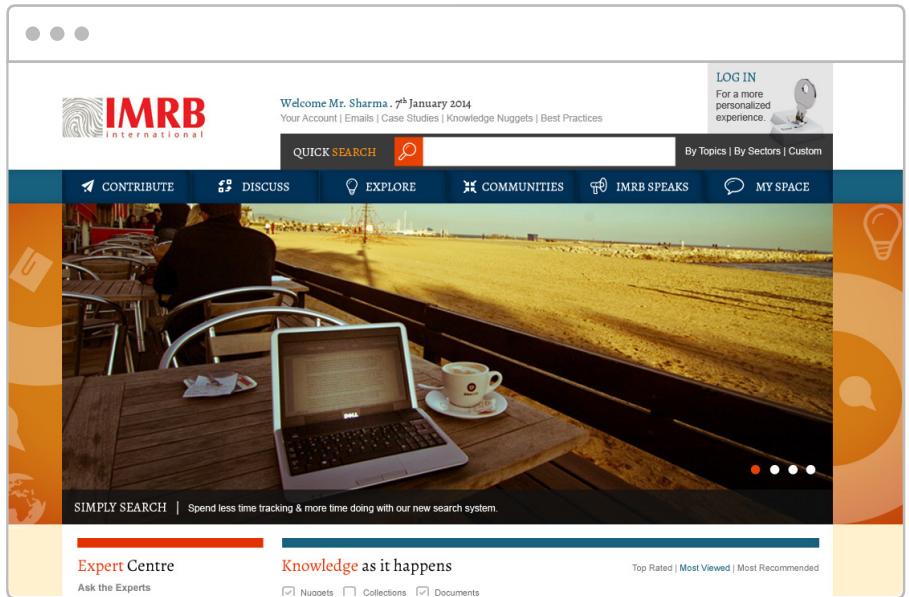


# IMRB International

Market research leader develops new platform for improved knowledge management across company

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## In Brief

**Organization:**  
IMRB International

**Country/Region:**  
India, South Asia

**Industry:**  
Market Research, Consulting

**Use Case:**  
Knowledge Management  
Platform, Intranet, Collaboration

## Largest Market Research Group in South Asia

With a team of over 1200 users and offices across 19 different countries, IMRB International is an established and trusted market research company. IMRB International has a rich tradition of delivering services in areas of advertising research, promotion and media, B2B and industrial, brand, stakeholder satisfaction and management, corporate and employee, channel and retail, product and packaging, pricing, qualitative, Mystery Shopper Insights (MSI), service/product innovation, and future casting.

## The Struggle of Knowledge Management

IMRB International faced the key challenge of providing a knowledge management (KM) environment across different channels and units of the company in an integrated fashion. Various specialized, independent business units were consistently growing in revenue and staff, which created an information management issue for IMRB International.

There was also the challenge of centralizing and making knowledge visible across all units. Also, the company struggled with recovering critical bits of information whenever employees left the organization. In light of these needs, IMRB wanted to implement a collaborative KM approach through a document sharing system.

With the help of InfoAxon, an open source integration company based in India, IMRB International looked to develop a winning solution that would aim to capture both tacit (i.e., ideas, thoughts, research inputs) and explicit knowledge.

The collaboration between InfoAxon and IMRB was excellent. This collaborative effort helped in conceptualizing and creating the KM portal that suits the needs of IMRB perfectly.

Jayachandran Rajaretnam

Consultant & former  
Sr. Vice President  
IMRB International

## Integrated KM Platform for All Business Units

IMRB International chose Liferay for its richly featured enterprise portal platform with knowledge management applications that could be customized quickly while still remaining within the Liferay core architecture.

Liferay also featured a robust security framework that satisfied all security requirements. Liferay provided secure access to documents across different roles within multiple business units without having to reinvent the wheel.

IMRB International partnered with InfoAxon to deliver a knowledge management solution with the following features and capabilities:

- Development of an enterprise taxonomy across all units.
- Search and browse content using the taxonomy of brands, techniques, tools and methods.
- Capture of tacit knowledge as knowledge nuggets.
- Contribute explicit knowledge through a document management system.
- Implement strict access control on documents for view and downloads.
- Provide access based on unit and role.
- Applications such as "Ask an Expert" to share market research expertise.

The InfoAxon team helped to rate, verify, tag and categorize each document, while the IMRB International team participated in the overall knowledge contribution.

## A New Culture of Knowledge

After the implementation, there was a pronounced shift within the company culture in their approach towards knowledge management. The MRB Interchange, as the new platform is known, has now become a common area to track and find organizational knowledge and products created by the market research teams. It also serves as a vital tool of reference in new research.

In addition, the platform has paved the way for growth within and outside the organization. Users of the new KM system have not only uploaded market research reports and proposals, but also training documents, papers and articles, industry and company data. This effort has made the repository very rich in diverse knowledge and a vital tool of reference in new research.

Combining the efforts of InfoAxon's development team, IMRB International's new KM platform now connects a greater number of knowledge experts and market researchers with quality information in shorter periods of time.

### The Liferay Difference

IMRB International experienced:

- Group-wide KM platform with unique mix of intranet, KM and collaboration
- Single platform across the group and independent business units
- Wide and secure access to market research knowledge across company
- User adoption of approximately 80% among market research communities