



# Press Release

## Ipsos Delivers a Curated Insight Ecosystem With Newly Launched Insight Cloud

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### Collaborative Learning Platform Curates Multiple Streams of Intelligence Around Clients' Business Questions

**Paris, 25 May 2016** - In a digital age awash with information, business leaders need intelligence beyond data to drive success. Recognizing a growing need to find relevant information and make sense of it, Ipsos has developed the Insight Cloud, an “always on” socialized intelligence platform. The cloud-based solution facilitates the curation of insights from multiple sources and reinvents how insights are connected, shared, and activated within a client organization.

“Our industry is changing,” said **Jacquie Matthews**, CEO of Ipsos UU. “In this era of data ubiquity, we need to deliver more than information to our clients. What they need is a source for inspiration. Our curation on the Insight Cloud is all about leveraging technology, and most importantly, the right people, to make sense of this information and turn it into insights that fuel creativity, innovation, and winning ideas.”

The Insight Cloud enables clients to:

- Make quicker decisions and get initiatives into market faster;
- View knowledge within the lens of business questions;
- Build a learning culture and connect experts to think better together;
- Understand what has been learned in other parts of the company and avoid repeat projects;
- Save time and resources with quick access to the most important intelligence.

“Continuous learning organizations need to go beyond the project level,” added **Rollo McIntyre**, Global Head of Innovation at Ipsos UU. “We curate a living ecosystem of insights and observations for clients to see what they know as well as what they don’t know, to build upon existing intelligence and accelerate learning.”

The Insight Cloud has been piloting with clients for the past year and leverages clients’ existing knowledge management systems—for inspiration, not information. For more information, please visit <http://www.ipsos.com/marketing/insight-cloud>



## Press Release - continued -

### GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.  
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.  
We deliver with security, speed, simplicity and substance. We are Game Changers.

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The company is part of the SBF 120 and the Mid-60 index  
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