



THOMPSON STREET CAPITAL PARTNERS PORTFOLIO COMPANY FOCUSVISION WORLDWIDE ACQUIRES RESEARCH REPORTER

ST. LOUIS (March 17, 2015) – Thompson Street Capital Partners (TSCP), a private equity fund based in St. Louis, has announced that its portfolio company FocusVision Worldwide has acquired Melbourne, Australia-based Insight Marketing Systems, creator of the leading research management technology platform, Research Reporter (www.researchreporter.com). Research Reporter is an award-winning SAAS platform that provides a unique integrated approach to the management of market research. This is the fourth strategic acquisition FocusVision has completed since partnering with TSCP in 2013.

Said TSCP Managing Director Bob Dunn, “The Research Reporter platform will provide even more power for FocusVision’s industry-leading customers to create, manage, review and collaborate on all aspects of their market research. Research Reporter’s technology gives customers the ability to better manage research projects and the resources used to create them as well as viewing and searching archived and new projects, effectively bringing collective data to life in the business environment. This acquisition continues our commitment to making FocusVision the leader in providing technology-enabled solutions designed specifically for the needs of professional market researchers.”

“We’re extremely excited about this acquisition,” said Eric Grosogeat, President & CEO of FocusVision. “We have long been recognized as a leader in the market research space for our qualitative, and more recently, quantitative, technology offerings. In speaking with many researchers on both the client and agency sides, one of the biggest frustrations we hear is the increasing complexity and inefficiency in the research process. Research Reporter clients are able to overcome many project workflow obstacles and have better visibility to the status of resources, giving our customers a competitive advantage through more efficient and effective market research practice.”

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