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New agreement SKIM and Sawtooth Software

Rotterdam (18 January 2013) - SKIM has been Sawtooth Software's global support partner and exclusive EMEA software distributor for conjoint analysis since the late 1980's. In today's 24/7 online world it has become more efficient for Sawtooth Software to maintain their own global software distribution. As such, SKIM and Sawtooth Software have entered into a new agreement per January 2013. While SKIM will no longer sell Sawtooth Software products, they remain the official Sawtooth Software support partner and consultant in Europe. In addition, the two companies continue their cooperation in research development and training.

Partnership since 1980s

SKIM was selected by Sawtooth Software to sell and support its software throughout Europe starting in the late 1980s because it was expensive and time-consuming to ship floppy disks and hardcopy manuals to customers in Europe. Long-distance international phone calling was very cost-ineffective during this time. Plus, technical support often involved shipping floppy disks with problematic project files and data files via the mail system to the technical support team.

In the current era, software is downloaded from websites and technical, expertise support can be executed to anywhere in the world effectively and with ease.

“SKIM looks forward to the continued and highly regarded relationship with Sawtooth Software and to make use of this shift by gaining focus on core services: partnering with leading research and consultancy companies to (co-) create optimal choice designs and simulators.” says Rombout Pruim, SKIM's Director Research Services & Solutions.

Moving forward

Besides SKIM's role as support partner for Sawtooth Software's product suite, the two companies cooperate on research development and training. Coming up next will be the joint SKIM / Sawtooth Software training and conference event in Berlin, April 9-12, 2013. Similar to Sawtooth Software's software training in the US, SKIM will also develop and offer similar training opportunities in Europe starting autumn 2013 from their Rotterdam headquarters.

About SKIM

Founded in 1979, SKIM is a dynamic and rapidly growing market research agency with offices in Rotterdam, Geneva, London, New York and San Francisco. Combining market-specific expertise and knowledge of advanced research methodologies, SKIM is a valued partner for multinational companies in consumer packaged goods, healthcare, consumer health, telecommunications, technology and financial services. Leading companies around the globe rely on SKIM researchers for strategic guidance on pricing, communication and new product development. Visit www.skimgroup.com for more information.

Note for the editor

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