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How has your company evolved since its inception, and what key transformations have been pivotal to your growth?

Azure Knowledge began 25 years ago with a mission to deliver accurate, actionable insights through reliable data collection. Since then, we've grown from a small regional provider into a global leader in data collection.

Our evolution was driven by five key pillars:

- Technology-Driven Operations:** Early adoption of automation and AI improved efficiency and data quality.
- Client-Centric Approach:** We built flexible, tailored service models around client needs.
- Agility & Innovation:** We embraced new methodologies—from CATI/CAPI to mobile and mixed-mode research.
- Global Presence:** With teams across continents, we deliver in over 85 countries.
- 24/7 Project Delivery:** Our follow-the-sun model ensures speed and seamless execution.



(formerly known as Azure Knowledge Services)

These foundations have enabled us to serve diverse sectors—technology, healthcare, finance, and social research—and support complex, global programs for leading organizations.

What strategies has your company employed to access new markets, both domestically and internationally, to fuel expansion?

Our market expansion has been guided by the principle of reaching respondents where they are. To access new markets, we employed several key strategies:

- Geographic Expansion:** We established teams across India, the U.S., Canada, Europe, and Africa, combining local expertise with global scale.
- Hybrid Service Models:** Scalable, tech-enabled models allowed us to serve both large global trackers and niche local studies.
- Partnership Ecosystems:** Strategic partnerships helped us scale quickly into new regions and hard-to-reach segments, including B2B and healthcare.
- Cultural Competency:** Multilingual, culturally attuned teams enhanced respondent engagement across diverse geographies.
- Sector Diversification:** Expanding into tech, public policy, fintech, and edtech opened doors in varied markets and ensured resilience.

Today, with operations in 85+ countries and teams across four continents, we deliver globally with local precision and innovation.

What is your company's growth strategy for the next 3-5 years, and how does it align with the evolving MSME landscape?

Over the next 3-5 years, our growth strategy centers on becoming a next-gen data collection powerhouse, with a strong alignment to MSME needs. Our focus is on:

- AI-Enabled Data Collection:** Integrating AI across the data lifecycle to boost speed, accuracy, scalability, and cost-efficiency—vital for MSMEs seeking smart, affordable insights.
- Platform-Led Services:** Launching proprietary platforms offering real-time dashboards, self-service tools, and seamless client integration for greater transparency and control.
- Data-as-a-Service (DaaS):** Delivering pre-profiled, validated data on demand to lower insight access barriers for MSMEs.

We're also strengthening our global footprint through a new headquarters in Canada and ongoing investment in delivery teams across India, the U.S., and Europe—ensuring innovation, agility, and local-market relevance. ■