

Pollytics Launches Cloud-Based Research Platform Bridging the Gap Between DIY Surveys and Traditional Research Firms



KwaZulu Natal, South Africa Apr 24, 2025 ([Issuewire.com](https://www.issuewire.com)) - We present to the world Pollytics (pollytics.cloud), a fully managed, cloud-based research service that delivers professional polling and analytics without the overhead of an in-house research department. The platform addresses a significant gap in the market between DIY survey tools and traditional research firms, offering organizations access to scientifically valid research without the need to maintain specialized staff.

"Organizations today need reliable data to make important decisions, but the traditional options force them to choose between convenience and quality," said M. Gumede, CEO and founder of Pollytics. "Our mission is to democratize access to professional research by combining scientific methodologies with modern cloud technology."

A New Approach to Research

Pollytics eliminates the common barriers that prevent organizations from conducting proper research:

- **No Staffing Requirements:** Organizations can access professional research capabilities without hiring specialized staff or diverting existing team members from their primary responsibilities.
- **Methodological Rigor:** Unlike DIY survey tools, Pollytics employs scientific sampling techniques and validated research methodologies to ensure statistical validity.
- **End-to-End Management:** The platform handles the entire research process from design to analysis, while keeping clients informed throughout.
- **Rapid Deployment:** Research projects can be launched within days rather than the weeks or months typically required by traditional research firms.

Filling a Market Gap

The research services market has historically been divided between self-service tools like SurveyMonkey, which offer convenience but limited methodological support, and traditional research firms like Gallup, which provide high-quality insights but at premium prices and with lengthy timelines.

Pollytics positions itself as the ideal middle ground—combining the accessibility of self-service tools with the expertise of professional research firms. The company's cloud-based approach allows for significant cost savings compared to traditional firms while maintaining the scientific rigor that DIY tools lack.

"We've essentially created a new category in the research services space," said Gumede. "Organizations shouldn't have to sacrifice quality for convenience or affordability for validity. With Pollytics, they don't have to make those compromises."

About Pollytics

Pollytics provides fully managed, cloud-based polling and analytics services to organizations that need professional research capabilities without maintaining an in-house team. The company serves clients across industries, including mid-sized businesses, growing startups, non-profits, and departments within larger companies. By combining scientific methodologies with modern technology, Pollytics delivers statistically valid insights without the traditional barriers of cost, complexity, and staffing requirements.

For more information, visit pollytics.cloud.

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