GfK MRI has upgraded its University Reporter application, it has a new look and feel, offers users more data than they previously had access to and allows for data points to be combined which gives greater flexibility when creating targets.

As a paid subscriber you have been provided with a registration code (key) that will be used to create your account. This key should be given to all instructors teaching a class which will utilize University Reporter. The instructor may then pass this key along to students so they may register themselves to use the application.

If you do not have a registration code (key) please contact the Electronic Resources Librarian for more information.

Here’s how the process will work:

Once you receive the registration code (key) you will go to the following URL:

https://www.gfkmrismartsystem.com

The screen will look like this:

You’ll want to click on “Register with Code”.

The next screen will look like:
At this point you will put in the Registration Code (key) we have provided you your full name and school email address (i.e. @university.edu). You will be emailed back a link (from clientservices@gfkmri.com) that you must click on within 3 days to activate your account and set up your password.

The email you will receive will look like this:

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From: clientservices@gfkmri.com
To: Mumane, Bob (GfK)
CC: 
Subject: GfK MRI SmartSystem Password Validation

Your GfK MRI SmartSystem account has been set for validation.

Follow the link below to complete the validation process: https://www.gfkmrismartsystem.com//Account/ValidationConfirmation.aspx?id=ace1cbeb-7fde-4338-9cc7-9aca8f9ebc8

NOTE: The validation process must be completed within 3 days.
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Clicking on the link brings you to a screen that looks like this:
Now you can set up your password. Please note that the password must be between 8-16 characters in length and have at least one alphabetic character and one numeric digit.

All the steps are complete and you are now ready to use the new University Reporter application. To do this go to:

https://www.gfkmrismartsystem.com

The login screen looks like this:

Simply type in your email address and password and you’ll have access to the University Reporter application. If you happen to forget your password you can click on the “forgot your password” link to generate a new one.