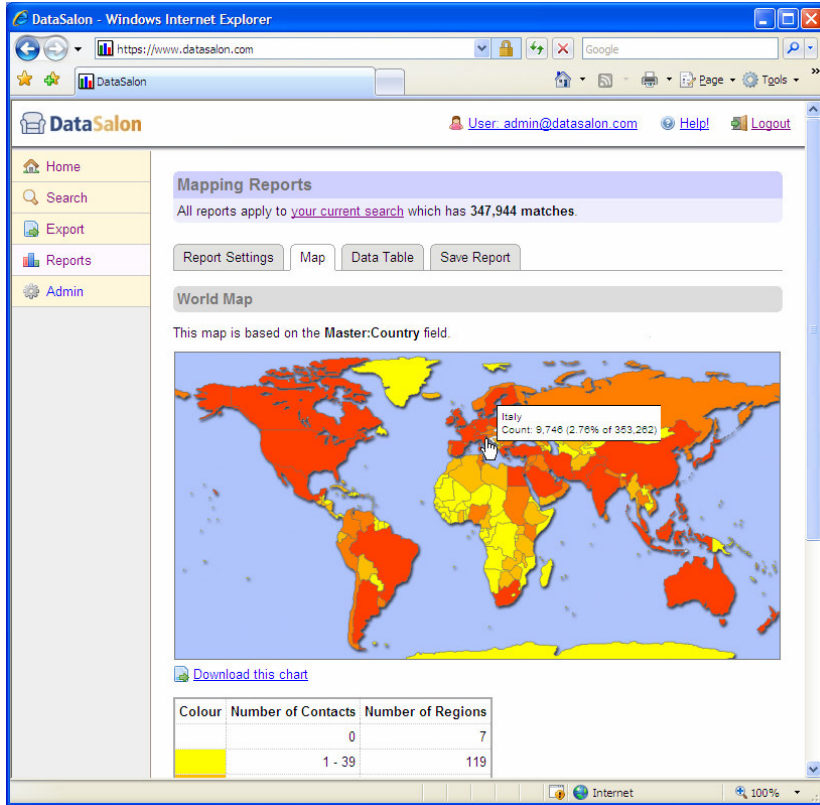


Case Study: BMJ Group



MasterVision: World map shows geographical distribution of contacts.

The Project

BMJ Group adopted **DataSalon MasterVision** in 2006 to clean and integrate data across its key databases.

MasterVision now provides a single 'master' view of the individuals who interact with the BMJ Group, including data from BMA members, alerts registrants, users, purchasers, and events and conferences attendees.

- Over 4m records collected, cleansed and integrated each week to give a single joined up view of more than 1m unique contacts.
- User friendly interface allows data to be explored by marketing, sales, market research, customer service and business development teams.
- Fully hosted & managed web-based solution.



BMJ Group is a global medical publisher. BMJ, (British Medical Journal)

the Group's flagship journal, was founded in 1840 and is one of the world's leading general medical journals.

“What we have achieved since adopting DataSalon has been truly impressive.

The system has both cleaned and linked huge volumes of data from different sources, and has given us a clear and joined-up view of our customers for the first time.

The solution provides complete flexibility to rapidly drill down into data enabling us to better understand our customer segments.

Phil Caisley,
Head of Information Services,
BMJ Group

Our Approach

MasterVision is a completely **web based service** that works alongside the BMJ Group's existing databases.

The system collects **new data automatically** each week via FTP before it is **cleansed** and **integrated**.

Unwanted fields are removed and fields such as e-mail addresses and postcodes are **validated**.

Inconsistent formatting such as mixing of uppercase/lowercase is resolved via both **built-in** and **custom business rules**.

Where data is **missing or incomplete**, values are **intelligently inferred** (e.g. blank countries can be derived from e-mail addresses).

Records from **different data sets** are **linked** based on key shared identifiers, **creating a 'master' customer view for each contact**.

BMA Member **data is protected** from being used for Direct Marketing activity, providing **compliance with the Data Protection Act**.

The Results

- ✓ Data from members, registrants, purchasers, and conferences combined into a single 'master' record for each contact.
- ✓ Over 4 million rows of source data processed, cleansed and integrated each week.
- ✓ User-friendly search allows staff to explore data and get fast answers to complex queries.
- ✓ AND, OR, NOT, wildcard, date range, and greater/less than searches are all supported.
- ✓ Staff can identify customer segments, and create visual reports including pie charts and cross-tabs.
- ✓ World, Europe, US and UK maps show geographical distribution of contacts and indicate customer hotspots.
- ✓ Fully managed and hosted web-based service enabled rapid and hassle-free implementation.