

## **American Psychological Association adopts DataSalon's MasterVision for complete customer insight**

***DataSalon's powerful web-based MasterVision service brings together APA's institutional electronic and print subscriber records, and also integrates a number of data sources focused on APA's individual contacts, including personal subscribers, members, authors and reviewers.***

**Washington D.C., USA and Oxford, UK, 19 May 2011** – The American Psychological Association (APA) announced today that it has adopted DataSalon's MasterVision product in order to integrate and better utilize customer information from a number of its different data sources. The system integrates institutional electronic and print subscribers, plus data relating to individuals, including subscribers, member records, and author and reviewer details. It also incorporates a subset of Ringgold's Identify database which provides reference data for existing institutional subscribers, and lists of potential new institutional prospects classified by location, size, interests, etc. All source data is fully de-duplicated to create a clear summary page for each customer listing all known data in a single view. In addition, APA's individual contacts are linked to relevant institutions via DataSalon's automated matching techniques.

Fast and easy-to-use searching tools will enable APA's sales and marketing staff to segment and analyze this customer and prospect data in new and powerful ways to better target marketing, communications and sales activity. MasterVision also provides APA staff with access to a range of visuals, including pie charts, bar charts, cross tabs and maps: to explore and visualize APA customers in intuitive ways. Management dashboards combine charts and tables into a single view to provide one-click access to essential statistics and trends.

"We are very pleased to be working with DataSalon", commented Gary R. VandenBos, Ph.D., the Publisher at APA. "From the start we knew that MasterVision was the tool to pull together our institutional print and electronic subscription data. The system supports a hierarchy of different customer types, from consortia to institutions to individuals, bringing valuable datasets together."

"We are very pleased with the end result that DataSalon offers, and are already considering what other APA datasets we might add to MasterVision and how else we might use this new tool within the organization", stated Tony Habash, D.Sc., the APA CIO.

"DataSalon is delighted to have been selected by APA as its customer data integration partner, and to be able to demonstrate the flexibility of MasterVision in merging its business-critical data sources", said James Culling, Client Director. "We very much look forward to continuing to work closely with the team at APA to ensure that MasterVision delivers excellent value for money through better customer insight and communications."

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**[Notes for editors on following page...]**

### Notes for editors

- Based in Washington, D.C., the American Psychological Association (APA) is a scientific and professional organization that represents psychology in the United States. With more than 154,000 members, APA is the largest association of psychologists worldwide. The mission of the APA is to advance the creation, communication and application of psychological knowledge to benefit society and improve people's lives. Our website is at: <http://www.apa.org>.
- DataSalon has established a strong reputation as the leading provider of customer insight solutions to the academic publishing industry. Our core product MasterVision enables publishers to create a comprehensive, fast and user-friendly 'data warehouse' solution for all of their customer data within a matter of weeks. We're pleased to count many of the largest and most innovative publishers among our clients, including American Institute of Physics, BMJ Group, Oxford University Press, and the Royal Society of Chemistry. Our website is at: <http://www.datasalon.com>.

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