Brill adopts DataSalon platform and OrgRef dataset to drive sales and insight

Leading international publisher Brill uses open dataset OrgRef to clean and connect customer info into a single view to support business growth and new market development.

<u>Oxford, UK and Leiden, The Netherlands, 3 September 2015</u>: Brill announced today that it has adopted DataSalon's MasterVision platform to clean and connect a wide range of books and journals customer data, and including the OrgRef dataset for enhanced data quality and standard institutional identifiers.

MasterVision gives Brill a complete single view of all their books and journals customers, incorporating subscribers, platform registrants, authors and marketing data. This integrated view means that all of this valuable customer information is now easy to search and segment, and accessible to a wide range of staff from different departments via a user-friendly web interface.

The OrgRef dataset provides Brill with a trusted and licence-free way to standardize institutional data. OrgRef is a free and open dataset created by DataSalon for the benefit of the scholarly publishing community. It shares structured information about organizations from Wikipedia and other open resources, and aims to cover the most important academic and research organizations worldwide, including standard identifiers from ISNI and VIAF wherever possible.

Brill will use the new insights provided by MasterVision to assist marketing, sales and publishing departments run gap analysis and uncover new opportunities. MasterVision is already proving very valuable in resolving administrative discrepancies between systems, and improving the quality of data across a number of live databases.

In addition to an extremely friendly interface for searching and segmenting customers, MasterVision also provides a range of reports enabling staff to explore and visualise data in a variety of different ways. Management dashboards are included, combining charts and tables into a single view to provide one-click access to essential statistics and trends.

Heleen Palmen, Sales and Marketing Manager at Brill: "MasterVision has made it so much easier to explore and enhance our customer understanding. By bringing together all of our customer and author data, we can quickly identify important new opportunities, and gain much greater value from our existing customer information."

Nick Andrews, Managing Director of DataSalon commented: "We're very excited that Brill have chosen to adopt OrgRef in conjunction with MasterVision. The combination of MasterVision's powerful insight capabilities alongside a clean and trusted reference dataset provides Brill with all the tools they need to maximise the potential of their customer data."

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Notes for editors

About Brill

Founded in 1683 in Leiden, the Netherlands, Brill is a leading international academic publisher in 20 main subject areas, including Middle East and Islamic Studies, Asian Studies, Classical Studies, History, Biblical and Religious Studies, Language & Linguistics, Biology, and International Law, among others. With offices in Leiden and Boston, Brill today publishes 200 journals and around 800 new books and reference works each year, available in both print and electronic form. Brill also markets a large number of primary source research collections and databases. The company's key customers are academic and research institutions, libraries, and scholars. Brill is a publicly traded company and is listed on Euronext Amsterdam NV. For further information please visit www.brill.com.

OrgRef is a dataset which aims to share open data about the most important academic and research organizations worldwide. OrgRef is managed and maintained for the benefit of the publishing community by DataSalon. For more information about OrgRef, visit: www.orgref.org.

DataSalon works closely with many of the world's biggest scholarly publishers to help drive new sales, inform future strategy, and provide accurate insight to the whole organization. For more information about DataSalon, visit: www.datasalon.com.

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