

# Society for Industrial and Applied Mathematics (SIAM)

## Case Study

### The Project:

Since 2023 SIAM has been using DataSalon's MasterVision service to join up 15 different customer databases.

SIAM chose MasterVision in order to introduce comprehensive customer usage reporting – joining together all orders, usage and denials data to create a combined picture of customer activities in a single place.

- MasterVision has made it possible to integrate each customer's subscriptions, usage and denials activity from the entire journals and books customer base.
- SIAM formerly had many sources of customer data, but no way to view the 'complete picture'.
- DataSalon enables SIAM to track authors and published papers; carry out gap analysis for potential upsells; and create detailed customer dashboards.
- MasterVision also calculates cost per download scores for each customer.
- The system allows for the creation of easy to use search templates, bespoke export reporting, and the managing of complex contact preferences.
- MasterVision is the principal tool used for all Marketing and Sales analysis and customer segmentation.

“SIAM is delighted to be working with DataSalon to help us link up our author and member data with subscriptions, usage, and denials. Previously we had these data sources in separate systems and delivering business insights was a highly manual process. MasterVision now gives us the complete 360° picture to fully understand all the different interactions and touchpoints any individual or institution may have with SIAM. This will be transformative in enabling us to better serve our communities in a much more personalized way and further deliver on the society's mission.”

**Kivmars Bowling**  
Publications Director  
SIAM



SIAM is an international community of over 14,000 individual members. Almost 500 academic, manufacturing, research and development, service and consulting organizations, government, and military organizations worldwide are institutional members. Through publications, research and community, the mission of SIAM is to build cooperation between mathematics and the worlds of science and technology. <https://www.siam.org/>

### Our Approach:

DataSalon's MasterVision uses an innovative data driven approach, and works with existing data and systems 'as is'. This makes it quick and easy to implement.

Seamless integration of institutional, individual & consortia customers.

For the first time, staff can now discover everything known about each contact and quickly identify customer segments.

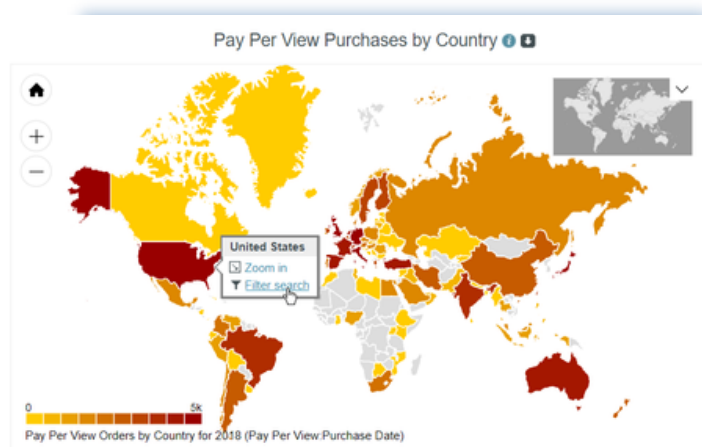
The system offers flexible and powerful functionality whilst being easy-to-use.

COUNTER usage and denials data loaded automatically, each month via SUSHI, into MasterVision.

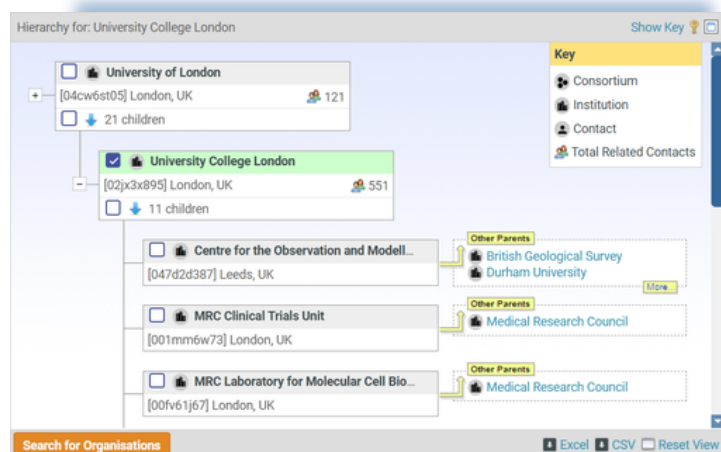


### The Results:

- Quick and easy initial set up.
- No disruption to existing systems.
- Combines data from 15 sources, including holdings, APC orders, memberships, bookstore orders, and more.
- Detailed reporting across all sources and bespoke reporting of areas like CPD.
- Empowers sales and marketing teams with instant insights.
- Detailed and fully customisable dashboards and reports.
- Full Ringgold integration, for prospecting new customers and white space analysis to see which relevant Ringgold institutions are not customers / do not currently have a complete set of holdings.



Use clear maps to find new prospects with high numbers of single article purchases



Explore relationships between organizations using an interactive 'family tree' view

Institution Name	Country	2025 Total	2024-2025 YTD Change
University of London		279,775	+ 9%
University of Oxford		114,214	+ 64%
University of Cambridge	China	38,470	+ 1%
University of Edinburgh	China	31,018	+ 147%
University of Manchester		25,819	+ 8%
University of Bristol	China	18,920	+ 36%
University of Warwick	China	18,117	-46%
University of York	China	16,865	+ 9%
University of Nottingham	China	16,705	+ 190%
University of Liverpool		13,364	-1%
University of Leeds	China	12,910	+ 91%
University of Hull	China	12,899	+ 31%
University of Birmingham	China	12,359	+ 56%
University of Exeter	China	11,903	+ 7%
University of Sheffield	China	11,268	+ 16%

Run analysis across all customers, or zoom in to view full details for any single customer

### About DataSalon:

DataSalon is the leading provider of customer insight solutions for academic publishers. Our core product MasterVision integrates all of your subscription, author, usage and registration data into a complete 360° view for every individual and institution, creating business insight for your whole organisation and high-value intelligence for leads, cross-selling and renewals. MasterVision is fully managed and hosted, and is backed by first-class service and support.