PRESS RELEASE

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Major publishers back comprehensive new 'Customer Insight Framework'

Model outlines "12 steps to complete customer insight" for publisher sales and marketing teams.

Several of the biggest names in scholarly publishing have confirmed their backing for a comprehensive new model of the complex world of individual, institutional, and 'big deal' customers. The 'Customer Insight Framework', published today by data integration specialists DataSalon and available for free download from www.datasalon.com/customer_insight, has been endorsed by the **American Institute of Physics**, **BMJ Group**, **IOP Publishing**, **Oxford University Press** and the **Royal Society of Chemistry** - all of whom are placing customer insight programmes at the heart of their sales and marketing activities.

The framework presents a concise set of 12 guiding principles, which define a shared roadmap towards the end goal of a complete and fully-integrated customer view. Such a model provides an essential foundation for almost all sales and marketing activities: including effective up-selling and cross-selling, targeted campaigns to drive renewals, article submissions and email signups, and accurate analysis of market share and key prospects.

As customer insight becomes an increasingly valuable sales and marketing tool, it's essential to establish a single view of customer data which accurately reflects the real world of institutional and corporate deals, and of individual contacts who in turn may be authors, subscribers, librarians, or a combination of roles. Traditionally, publishers have had to hold all of this valuable customer data in separate silos, making it difficult to create joined-up and targeted sales and marketing campaigns.

The model defines guiding principles for establishing a single, unique record for each individual, institution or company, and consortium. It highlights all of the different types of information to be aggregated for each customer to establish a 360 degree view (eg. contact details and permissions, product holdings, usage data, author submissions). The model also identifies the relationships which need to be modelled - including those between individuals, institutions, and buying consortia – and the network of content access right that exists between those different levels.

Nick Andrews, Managing Director of DataSalon, said: "*The complex nature of customer data within scholarly publishing is often overlooked as one of the major challenges to truly effective sales and marketing. We have put together the 'Customer Insight Framework' in order to raise awareness of these issues within the industry, and are extremely pleased to have the backing of so many major publishers*".

About DataSalon

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. Our website is at: www.datasalon.com.

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