

-- 21 May 2009 --

JAMA & Archives Journals achieves a fully-integrated ‘single customer view’ with DataSalon

DataSalon’s powerful web-based solution MasterVision provides a single point of access to all customer data for the American Medical Association, publisher of JAMA & Archives Journals.

The American Medical Association (AMA) announced today that it has adopted DataSalon's product MasterVision in order to establish a complete ‘single customer view’. Records for AMA members, journal subscribers and pay-per-view purchasers, as well as data from the JAMA & Archives online alerting and Continuing Medical Education (CME) services, have been integrated from several source systems, building a single master record for each customer for the first time.

With different types of customer data now brought together in MasterVision, the product’s fast searching and easy-to-use interface provide the AMA’s sales and marketing teams with a powerful new resource for analysing and segmenting different customer groups. Key benefits include the improved relevance of customer communications and the means to create targeted cross/up-selling campaigns that are closely tied to each contact’s known interests. A feed of third-party reference data (provided by Ringgold) is also included, enabling AMA staff to better understand their institutional, library and consortia customers, and the relationships between them.

In addition to an extremely friendly interface for searching, analysing and exporting customer data, MasterVision also provides a range of visual reports including pie charts, bar charts, cross tabs and maps: all enabling staff to explore and visualise their customers in a variety of different ways. Management dashboards are also included, combining charts and tables into a single view to provide one-click access to essential statistics and trends.

Elizabeth Solaro, Manager, Marketing and Promotions at The American Medical Association said:

“We are delighted with the MasterVision service from DataSalon. We are already seeing a return on our investment in the product with the identification of gaps and anomalies in our customer data that we are now able to address, and the system is making it much easier to identify new prospects and to promote increased usage of our online services. We have been very impressed by the DataSalon team: our implementation was handled very quickly and efficiently, with the product launching to the agreed schedule without a glitch.”

Nick Andrews, Managing Director of DataSalon said:

“We are very happy to welcome the AMA to our growing list of MasterVision clients and it’s exciting that our service has been selected by such a prestigious publisher. It’s great to see that the product is already proving its worth, and to hear such enthusiastic feedback from the sales and marketing teams. We’re looking forward to providing ongoing support to the AMA in exploring valuable new uses for their huge wealth of customer data, and in providing customers with increasingly targeted communications.”

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[Notes for editors on following page...]



Notes for editors

- The American Medical Association, publisher of JAMA & Archives Journals, helps doctors help patients by uniting physicians nationwide to work on the most important professional and public health issues. Working together, the AMA's quarter of a million physician and medical student members are playing an active role in shaping the future of medicine. For more information on the AMA, please visit: <http://www.ama-assn.org/>.
- DataSalon Ltd is based in Oxford, UK and specialises in providing flexible and powerful tools for data integration and analysis which are also extremely user-friendly and easy to implement. DataSalon has a strong client base in the publishing industry, including Oxford University Press, BMJ Group, and The Royal Society of Chemistry. Our website is at: <http://www.datasalon.com>. Please note the correct use of our name: DataSalon (capital 'D' and 'S' with no space).
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