For Immediate Release

DataSalon launches brand new data quality service for publishers

'DataSalon DQ' is a brand new cloud-based service that makes it easy for scholarly publishers to clean, transform, and enhance any data from established databases to stand-alone data sets.

Oxford, UK, 26 September 2017—DataSalon announced today the launch of a new data quality service, aimed directly at the needs of scholarly publishers. DataSalon DQ is a fully-hosted data quality solution, providing a flexible toolkit for analyzing and improving the quality and accuracy of any data set.

Improvements in data quality can have a great impact on customer service and improve the efficiency and effectiveness of sales and marketing campaigns. DataSalon DQ is an indispensable tool for helping publishers build confidence in the quality of their data.

DataSalon DQ empowers publishers to identify and address their own data quality issues, allowing a powerful set of configurable rules and reports to be applied to any data table or spreadsheet. Data can be analyzed in order to identify problems, then rules configured and combined in order to deal with each type of issue found.

A wide range of configurable rules are provided, allowing users to clean up names, addresses, emails, product names, financial values, and more. New fields can also be created automatically - for example to calculate totals and averages, to infer continents and sales regions, or to populate institutional identifiers using fuzzy matching based on free-text institution names.

DataSalon DQ is a stand-alone service - it can be used to clean up existing databases, and also to tidy and transform legacy data for system migration projects. It can also integrate closely with DataSalon's customer insight product, MasterVision, so publishers can easily use both systems together as required.

The product is not just for technical experts - it provides a toolkit of powerful yet intuitive rules within a user-friendly interface, allowing any user to build up a data cleansing solution incrementally in a series of simple steps. The product helps users to apply changes quickly and with confidence, as the results of each rule can be viewed immediately. All changes are fully logged, and clean-up rules can easily be edited or removed.

Publishers typically deal with huge quantities of customer data, and DataSalon DQ can display and clean millions of rows in a matter of seconds. Powerful filters help users to address issues in manageable chunks and allow rules to be targeted precisely.

Nick Andrews, Managing Director of DataSalon commented: "Data quality is a key concern for publishers, as they operate in an increasingly data-driven environment, and we're very pleased that several large journal publishers have already adopted DataSalon DQ. We feel it offers a powerful and cost-effective solution, with the unique benefit of being designed around the specific needs of scholarly publishers."

Full product information, including a visual tour of DataSalon DQ, can be found on the DataSalon website: https://www.datasalon.com/web/products/index.htm

Notes for editors:

DataSalon DQ is a brand new hosted data quality service that can be used as a stand-alone service, or integrated with DataSalon's customer insight product, MasterVision. A full tour of the product is available on the DataSalon website:
https://www.datasalon.com/web/products/index.htm

DataSalon are the experts in customer insight for publishers. We clean and connect all of your data into a single customer view for every individual and institution (combining subscriptions, authors, usage, and more). We pride ourselves on excellent service, and our cloud-based product MasterVision is fast, flexible, and backed by first-class support. Many of the world's biggest scholarly publishers rely on MasterVision to help drive new sales, inform future strategy, and provide accurate insight to the whole organization.

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