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## **OXFORD UNIVERSITY PRESS ADOPTS INNOVATIVE NEW CUSTOMER INTEGRATION SOLUTION FROM DATASALON LTD**

***Oxford Journals, a division of Oxford University Press (OUP), today announced their adoption of an innovative new data integration system in order to provide highly flexible support for customer analysis and targeted marketing.***

The system, provided by DataSalon Ltd, provides a fully-integrated view of customer data across all of the existing databases within Oxford Journals, including subscriptions, registrations, e-commerce, author manuscripts, and email alerts.

DataSalon provides Oxford Journals with a significant advantage in the increasingly competitive area of targeted marketing for academic journals. Marketing staff are now able to identify relevant customer segments based on any criteria across all of the existing databases, easily identify 'overlapping' contacts appearing in more than one place, and create flexible reports and charts in order to identify key trends and patterns.

"The DataSalon system has already given us significant insights and opened up major new marketing opportunities," said Rachel Goode, Marketing Director of Oxford Journals.

"We are now able to communicate much more effectively with both existing subscribers and potential new subscribers to a journal."

DataSalon have pioneered an innovative new approach to the issues of data integration and analysis. The system works alongside existing databases, and all of the core tools for searching and analysis are generated automatically from the source data itself. This ensures that every available piece of information can be searched and analysed, and avoids the inherent risks of replacing existing systems.

"We are extremely pleased to have provided Oxford Journals with a flexible, web-based system which opens up access to a fully 'joined-up' picture of their customers for the first time," said Nick Andrews, Managing Director of DataSalon Ltd.

"Our unique approach enabled us to deliver a highly-customised solution which is easy for non-technical staff to use, without the high levels of expense, time, and upheaval normally associated with major integration projects of this kind."

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## About DataSalon Ltd

**DataSalon Ltd** is based in Oxford, UK and specialises in the fields of data integration, data analysis and online content. The company was founded in order to provide practical and innovative data solutions which are significantly faster, cheaper, and more flexible than those traditionally in use. DataSalon has major clients in the publishing, charity and academic sectors. *Read more about DataSalon:* <http://www.datasalon.com>

## About Oxford University Press

**Oxford University Press** (OUP), a department of the University of Oxford, is the world's largest and most international university press. Founded in 1478, it currently publishes more than 4,500 new books a year, has a presence in over fifty countries, and employs some 3,700 people worldwide. It has become familiar to millions through a diverse publishing programme that includes scholarly works in all academic disciplines, bibles, music, school and college textbooks, children's books, materials for teaching English as a foreign language, business books, dictionaries and reference books, and journals. *Read more about OUP:* <http://www.oup.com>

## About Oxford Journals ...

**Oxford Journals**, a Division of OUP, publishes over 190 journals covering a broad range of subject areas, from the humanities and social sciences to the sciences and medicine. Two-thirds of Oxford Journals titles are published in collaboration with learned societies and other international organizations. It reaches customers from over 190 countries worldwide, with offices based in the UK, USA, China, Japan, and India. The Oxford Journals collection contains some of the world's most prestigious titles, including *Nucleic Acids Research*, *JNCI* (Journal of the National Cancer Institute), *Brain*, *Human Reproduction*, *English Historical Review*, and the *Review of Financial Studies*. *Read more about Oxford Journals:* <http://www.oxfordjournals.org>