

ProQuest adopts MasterVision to drive results

DataSalon's web-based MasterVision service integrates ProQuest's key institutional datasets for a comprehensive single customer view and flexible product market analysis.

Cambridge, UK and Oxford, UK, 21 June 2012 – Leading information provider ProQuest has adopted DataSalon's MasterVision service to provide customer insight and to drive customer engagement through better understanding of new customers and markets. This brings together a wide variety of data for individual library, institutional and consortia customers.

The single customer view provides a tailored display of key account information from ProQuest's systems alongside Ringgold's research data. This feature facilitates a better understanding of ProQuest's relationships with its current customers, and enables the creation of very relevant communications tailored to each customer's specific needs.

In addition, MasterVision's analytic capabilities are being used to understand and to accurately track changes in customer choices over time. A flexible reporting tool enables the user to compare any customer group to any market segment definition drawn from the Ringgold data, providing both a macro-level view of product performance as well as micro-level detail.

"The combination of Ringgold's reference data and DataSalon's MasterVision product has provided us with an improved understanding of our products' market performance and potential", commented Lynda James-Gilboe, SVP Marketing and Customer Care at ProQuest. "We are also excited to be bringing our core customer data together into a single view for the first time, and we foresee many avenues of customer research and analysis opening up before us."

"We are very pleased to be able to count such a large information provider as ProQuest as a client", said James Culling, Client Director of DataSalon. "Our relationship with ProQuest demonstrates that MasterVision is far from being a tool for primary journals publishers alone. Rather, the challenges faced by all manner of information providers in the scholarly sector are very similar, as are the opportunities arising from the adoption of a single integrated view onto your core customer and market reference data."

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Notes for editors

- **ProQuest** connects people with vetted, reliable information. Key to serious research, the company has forged a 70-year reputation as a gateway to the world's knowledge – from dissertations to governmental and cultural archives to news, in all its forms. Its role is essential to libraries and other organizations whose missions depend on the delivery of complete, trustworthy information. ProQuest's massive information pool, built through partnerships with content creators, is navigated through technological innovations that enable users to quickly find just the right information. The company is currently rolling out the all-new ProQuest® platform, which moves beyond navigation to empower researchers to use, create, and share content—accelerating research productivity. www.proquest.com
- **DataSalon** is the leading provider of customer insight solutions for academic publishers. Our core product MasterVision integrates all of a publisher's customer data into a complete 360° view for every individual and institution, creating business insight for the 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. We're pleased to count many of the most innovative publishers among our clients, including the American Institute of Physics, BMJ Group, IOP Publishing, Oxford University Press and the Royal Society of Chemistry. www.datasalon.com

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