

## **For Immediate Release**

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## **Wiley selects DataSalon for in-depth customer reporting**

**DataSalon's cloud service MasterVision provides Wiley staff with user-friendly access to a complete single customer view incorporating sales, usage, authors and citations, and has quickly become established as an essential tool for driving sales and informing strategy.**

Hoboken, NJ and Oxford, UK, September 8, 2016—John Wiley and Sons, Inc announced today a partnership with DataSalon to provide an analytics tool that enables Wiley to work in partnership with a librarian to make informed decisions when providing research material for their institution. Wiley recognizes libraries around the world are working with constrained budgets, MasterVision brings together the data needed to demonstrate value, and help guide librarian decision making.

DataSalon's MasterVision service creates a complete picture of every institutional and consortium customer, bringing together journals and books sales data with detailed usage, denials, author and citation information.

MasterVision combines over 70 million rows of data from different source systems into a single user-friendly interface. The intuitive interface for searching and analysing customer data also includes a mini dashboard that provides staff with an at-a-glance view of each customer's usage and author/citation activity. DataSalon helps Wiley identify new ways to help customers by providing a more bespoke, tailored service.

MasterVision also calculates cost per access scores for each customer, and forecasts likely usage and denials patterns for future months. The end result is that Wiley will receive better more detailed statistics for every institutional and consortia customer, and in turn be able to provide more useful data and information around usage to those customers.

"Working with the experts at DataSalon has been an extremely rewarding experience. They have rapidly customised their MasterVision application to support Wiley's goal of better understanding our customers and their interactions with Wiley, thus enabling us to act as a better partner to them. In a short time MasterVision has established itself as a must have tool which we look forward to further developing over the coming months," commented Iain Craig, Director, Market & Publishing Analytics at Wiley.

"We are very pleased to be working with one of the world's largest scholarly publishers," said Nick Andrews, Managing Director at DataSalon. "The Wiley team have a huge amount of expertise in data analysis, and it has been a real pleasure to join forces on this project, and to receive such an enthusiastic response from the sales staff worldwide."

## Notes for editors:

### **About DataSalon**

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. [www.datasalon.com](http://www.datasalon.com).

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