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Ringgold and DataSalon agree strategic partnership for enhanced analysis of publishers' customer data

Partnership provides publishers with access to 'best of breed' solutions for hierarchical institutional identifiers and flexible integration, search and analysis of customer data.

Ringgold and DataSalon are pleased to announce a strategic partnership combining Ringgold's Identify database and DataSalon's MasterVision platform, providing publishers with a complete solution for the analysis of their existing customer base and for targeting the most appropriate new sales prospects.

Ringgold creates and maintains Identify, a hierarchical reference database of organizations subscribing to electronic journals, including essential information about location, size, and subject specialties. Identify includes extensive coverage of more than 125,000 academic, healthcare, government and corporate organizations worldwide.

DataSalon's MasterVision is a web-based system which cleans and integrates every source of customer information held by a publisher (including subscribers, authors, alerts and e-commerce), creating a complete 'single customer view' for each contact. The system combines user-friendly search and segmentation tools with visual reports, charts and maps, including detailed management dashboards.

In combining the rich data of Identify with MasterVision's powerful search and analysis tools, publishers are able to explore and maximise the value of existing customers and target new prospects more flexibly than ever before. Customer segments can be visualised in many ways, including as hotspot maps of the World, USA and UK; as pie charts detailing the breakdown of customers' sectors and specialties; or as bar charts tracking signups or lapses over time. In addition, MasterVision can link thousands of individual contacts, authors or subscribers to their parent institutions using Identify to match up their email domains.

Ringgold and DataSalon are already working together closely for several major publishers, including Oxford University Press in the UK and the American Medical Association in the USA. Following this strategic partnership, the two companies will more closely integrate their services, including additional customisations of MasterVision to take advantage of the hierarchical data within Identify as it details the parent/child relationships between organizations.

Helen Henderson, VP Marketing, Research and Development of Ringgold commented: "We are very excited to be working closely with DataSalon, and the user-friendly search and reporting capabilities of MasterVision provide the perfect toolkit for publishers to make the most of Identify. It is a real benefit to publishers that we can integrate all of their other customer data, showing them the complete picture of their market segments."

Nick Andrews, Managing Director of DataSalon said: "Many publishers face serious challenges in creating a complete and coherent picture of their customers, contacts and prospects. Ringgold's database is a key part of the solution: providing consistent and reliable data about the often complex relationships between organizations. We're extremely pleased to be working closely with Ringgold and believe this will create a unique and essential service to the publishing industry."

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[Notes for editors on following page…]

Notes for editors

- **Ringgold** is based in Beaverton, OR Crystal River, FL and Bristol, England. Its mission is to help publishers and software vendors improve their marketing and reduce their costs in supplying products and services within the Information industry. Ringgold's two branded services are OpenIdentify - providing unique identification of organizations subscribing to electronic journals, and OpenRFP - providing an online eProcurement system where software vendors present functions to libraries that use the information for creating RFIs or requests for tender. *See*: http://www.ringgold.com

- **DataSalon** is based in Oxford, England and specialises in providing flexible and powerful tools for data integration and analysis which are also extremely user-friendly and easy to implement. DataSalon's MasterVision system provides a fully-managed and hosted service for integrating, searching and analysing large volumes of customer data. DataSalon has a strong existing client base in the publishing industry, including Oxford University Press, BMJ Group, and JISC Collections. *See*: http://www.datasalon.com

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