



PUBLISHER DASHBOARD CASE STUDY



Publisher Dashboard identifies global sales opportunities for publishers

Burgundy Information Services is a leading sales representative for academic journal publishers around the world, and is always looking for innovative ways to uncover sales opportunities. Burgundy began using Publisher Dashboard in 2012 when access was given to them by one publisher client who had adopted it.

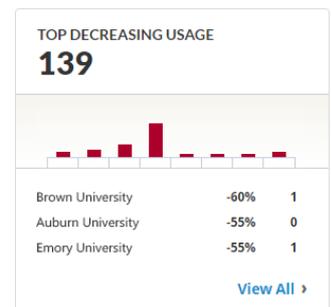
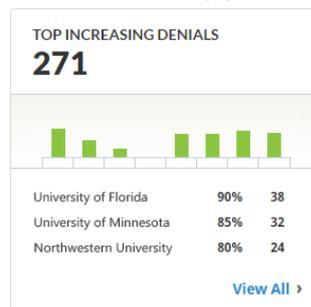
The Challenge: Drowning in data, less time selling

Burgundy works closely with publishers to target their publications to the most appropriate customers, by market and subject relevance. The publishers can provide usage and turn-away data by journal and institution, but spreadsheets and different data sets are time-consuming to manipulate and interpret. Burgundy wanted a consistent approach to identify sales opportunities and at-risk subscriptions before the renewal cycle started.

Our Solution: Publisher Dashboard - a quick view to new opportunities

Publisher Dashboard has helped Burgundy to:

- Find hidden opportunity based on turn-away data
- Identify new content in demand by institutions
- Monitor usage to maintain renewal rates
- Save time finding new prospects
- Influence and drive sales support activities



“Publisher Dashboard helps us quickly spot trends in usage and turn-away data. Even for publishers with strong market penetration and high renewal rates, we are excited to find new opportunities which would otherwise be hidden in columns of data.”

~Paul Calow, Director, Burgundy

Results: More effective, evidence-based sales calls

Sales people get started quickly with minimal training. Faster analysis means more customer outreach and better prioritized opportunities. The consistent views across all the publishers helps build a strong institution-focused approach. Paul Calow, Director of Burgundy commented, “We can provide librarians with current information on what content is in most demand to help inform evidence-based collection development. Publisher Dashboard delivers reliable, current data that is clear and easy to present. We find that is essential to support library buying decisions today.”

Ready to find more opportunity? Contact Mary Beth Barilla, Director of Publisher Relations, mbarilla@redlink.com