



ALEXANDER STREET  
a ProQuest Company

# ALEXANDER STREET PRESS CHOOSES INQWELL

## FOR ANALYZING ONLINE CONTENT USAGE

### THE GOALS

1

Provide **usage analytics** through the online portal

2

Help libraries better understand **how students and researchers engage with content**

3

Achieve an **optimal user experience**

### PROJECT REQUIREMENTS



#### Data volumes

Need to process over 5 years of historical data



#### Metrics

Charts must display custom metrics like Engagement



#### Security

Log in via single sign-on



#### Interactive

Users must be able to filter, drill down, pivot and search



#### Data restrictions

Only see personal data or the children's' accounts data



#### Delivery

The usage analytics app needed to go live within 12 weeks



#### User experience

Custom UX in order to match a modern visual design

### WHAT WE DID FOR THE CLIENT



We implemented **Inqwell**, our **usage analytics solution** specialized for the needs of academic content publishers



We **measured and analyzed the use of the academic material distributed by ASP online**, and presented the respective KPIs via a **visual appealing and user-friendly UI**



By combining **HighCharts** with the **Bouquet platform** we built a **sophisticated customer-facing portal to drive engagement and deliver value to each end customer**

### THE OUTCOME

The analytics app is now live and used by **hundreds of accounts**

Each account has **multiple end users** who can **access only the data that they are entitled to see**

Available browsing through **5 tabs, 22 pages of interactive analytics**

Contact us for more

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