CASE STUDY

ALEXANDER STREET PRESS

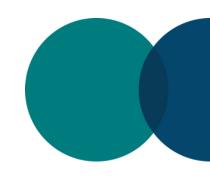# BUILDING AN ANALYTICS PORTAL FOR STREAMING MEDIA UTILIZATION

Implementation of Inqwell App, deployment of COUNTER Reports and usage analytics in a visually appealing UI

The insights behind the project

Alexander Street Press - a ProQuest Company (ASP), is the world's leading provider of academic streaming media (primarily video and audio) to libraries with over 1.2 million titles. ASP has thousands of customers who manage their subscriptions through an online portal.

ASP wanted to help libraries better understand how students and researchers engage with content by providing usage analytics through their online portal.

ATC
ATHENS TECHNOLOGY CENTER

Success Highlights

Challenge
- Process huge data volumes in a smooth way
- Assure high levels of security, interactivity and friendliness

Solution
Inqwell App, Bouquet platform

Tangible Results
- Exploit diverse sets of data to achieve true intelligence
- Build flexible and customizable analyses and tools

What we did for the client

ASP trusted Athens Technology Center (ATC) to implement Inqwell, a usage analytics solution specialized for the needs of academic content publishers. The provided solution aimed to measure and analyze the use of the academic material distributed by Alexander Street Press online, and present the respective KPIs via a visual appealing and user-friendly UI.

For doing so, we built their analytical dashboards using HighCharts, which enabled ASP to process huge data volumes (i.e. millions of page views per month on thousands of video titles and over 5 years of historical data) in a smooth way. Moreover, we delivered a highly safe environment; ASP users can log in via single sign-on to the online portal and each ASP customers only see their own data (incl. any "child" accounts).

In addition, ASP needed to achieve an optimal user experience; for that matter, we developed a custom UX to match a modern visual design and also allow the display of custom metrics like Engagement. Within this spectrum, ATC ensured that portal administrators will be able to interact with the available datasets, enabling filter, drill down, pivot and search functions.

The usage analytics app was live within 12 weeks and fully compliant with COUNTER Standard.

The outcome

By combining the usability of HighCharts with the power of Bouquet platform, ATC's teams managed to build a sophisticated customer-facing portal to drive engagement and deliver value to each end customer.

ASP customers now get a full understanding of how content is consumed; browsing through 5 tabs and 22 pages of interactive analytics offers them the ability to easily map preferences and content consumption trends, based on search queries, downloaded documents, preferred authors, metadata, taxonomy setup, etc.

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About

Athens Technology Center (ATC) provides a full range data analytics services, to help organizations formulate, monitor and exploit a well-defined structure of KPIs, either in a strategic, departmental or personal level. Inqwell is our dedicated usage analytics solution for the scholarly publishing community. The solution supports COUNTER Release 5, the latest Code of Practice by the COUNTER project, to provide reliable, auditable usage data in an easy and affordable way.

Our extended portfolio of industry agnostic and industry specific services, spans from Data Management and Data Visualization & Dashboards solutions, to Corporate Data infrastructures and to Predictive and Business Performance Analytics, provided either on-cloud or on premise.