



## Empowering publishers and librarians with powerful content usage analytics

MPSInsight is an intelligent, Cloud-based platform that allows users to access and analyze content usage dynamically



### Key differentiators...

- Highly intuitive user interface branded to publisher requirements
- SUSHI for usage harvesting
- 99.95% guaranteed uptime
- Quick turnaround time for reports
- Lower operational costs
- Dynamic reporting
- Easy administration for publishers & librarians
- Consortia administration—access consolidated consortia stats and individual member site stats from a single login
- Single Sign-On (SSO) with customized landing page for publishers and librarians



#### COUNTER 4 Usage Stats • New Feature

- Usage stats for librarians and publishers
- Accurate, consistent, and compatible stats based on COUNTER 4 standard
- Daily, weekly, and monthly reports
- Stats for all major categories—journals, databases, books, reference works, and multimedia databases



#### For Publishers and Aggregators

- Provide data to customers in custom formats
- Compare relative usage of different delivery channels
- Aggregate data for customers using multiple delivery channels
- Analyze geographical usage patterns



#### Sales & Marketing Reports

- Identify upsell opportunities
- Identify customers likely to churn
- Region-wise trends
- Title-wise trends
- Executive dashboard



#### Data Analysis Tool

- Day-wise analysis
- Different dimensions
- Content types
- Slice and dice functionality
- Drill-down or roll-up



#### For Librarians

- Compare usage statistics of different platforms
- Derive useful metrics such as cost-per-use
- Make better-informed purchasing decisions
- Automatic usage harvesting

