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**
- 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

For further information on MPSInsight please contact:
marketing@adi-mps.com

MPS Limited
CIN: L22122TN1970PLC005795
C 35, Sector 62, Noida 201 307, Uttar Pradesh, INDIA
Tel: +91 120 4021 200 Fax: +91 120 4021 280
Website: www.adi-mps.com