Client case
CENTRAL PLATFORM FOR TARGETED DISTRIBUTION OF CONTENT

Springer Nature is the world's largest academic book publisher, publisher of the world's highest impact journals and a pioneer in the field of open research. Springer Nature is committed to providing their customers with high quality information and services throughout their career – from their training through professional work to running a practice. Springer Nature helps students to learn more effectively and professionals to perform their job better.

Over the past few years, Springer Nature has been moving strongly towards online, in the form of e-learning and online magazines as well as unlocking old and new content using target audience-focused bundles.

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Collecting, managing and unlocking data

The best known Dutch brand is Bohn Stafleu van Loghum (BSL), which has a long history as a medical publisher. In 2009, Bohn Stafleu van Loghum heralded their transition to online media with the construction of a platform, "MyBSL". The process created a two-fold need: BSL lacked suitable technology for the authentication and authorisation of customers. At the same time, management information about how the platform was being used needed to be gathered. In order to be able to identify and serve target audiences properly, this kind of management information is essential.

Realtime unlocking data

After conducting thorough research into suppliers and capabilities, BSL opted to go with Ternair. Ternair used its software solution, Ternair Interact, to set up a platform which unlocks subscriptions online and in real time from SAP within BSL's websites and portals. The system allows the straightforward setting up of decision rules for each website, email alerts and dynamic web forms.

Attribution of rights

Offering and selling (and receiving payment for) products online through portals and websites is a top priority for many publishers. To determine who needs to be given access to specific content at any given moment, the customer data and subscription data must be available in real time. Ternair Interact is a software solution that enables data from the back-office customer system to be unlocked into "My" environments. User authentication, authorisation and profiling are carried out through web services.

Speed and efficiency

Since the implementation, Springer has been using a single central data platform which allows the company to quickly and efficiently unlock shielded content for registered users of the various websites. The core of the solution has remained unchanged over the past nine years, although the system is occasionally expanded with new functions that reflect the latest trends. Several of Springer's international business divisions are already working with the Ternair software solutions.

Testimonial Christian Matthees, Business Analyst at Springer Nature: "Springer Nature is using Ternair Interact since few years for different and large Business Units. Ternair Interact is flexibly applicable to develop and manage modern online products and is working very efficiently as a fully integrated tool. The people of Ternair are professionals and offer an exquisite and professional service."