

Case Study

Nonprofit publisher Annual Reviews Uses Ringgold Solutions to Get a Complete View of Their Institutional Partners



Company

Annual Reviews

Location

San Mateo, CA

About

Founded in 1932 with the publication of the Annual Review of Biochemistry, nonprofit publisher Annual Reviews today provides the research community, practitioners and policy makers with another 50 journals that span the life, biomedical, physical and social sciences, publishing around 1,250 reviews per year. The reviews continue to be prized publications - each one captures an overview of current understanding, key questions and future directions. Editorial committees comprised of the most distinguished scholars in the discipline select topics for review, and the articles are written by authors who are recognized experts in the field. Annual Reviews publications are among the highest cited publications by [impact factor](#) according to the Journal Citation Reports® published by Thomson Reuters. Annual Reviews is also the publisher of [Knowable Magazine](#) and the owner of [Charleston Hub](#).

Annual Reviews has been publishing scholarly articles since 1932, and with that comes decades worth of data. With multiple departments using and inputting data about organizational customers, data coming from outside sources, and new accounts being created without a consistent naming or identification system in place, many duplicates were found in their business systems. For example, Customer Service would set up an institution using the full name in their primary system, while Sales would set up the same institution using an abbreviation in their primary system, making it difficult to merge the data to enable the systems to talk to each other properly.

In addition, because institutions were ordering through different individual departments, it was difficult for Annual Reviews to accurately identify parent-child relationships of the organizational customers and find the correct top level of an organization. To work around this, members of Annual Reviews' Finance and Sales teams developed manual processes to maintain account names and relationships. This was especially challenging for customers with multiple accounts. Orders coming through multiple departments from an institution also made it more difficult to set up and manage online access to journals. In addition, Annual Reviews wanted to tie together author and subscriber data and given the lack of clarity in the relationship of departments to the top-level institution, manual workarounds were necessary to do so.

From Manual Processes and Spreadsheets to Data Automation

After having a conversation with a member of the CCC Ringgold team, Annual Reviews saw an opportunity to improve their organizational data, freeing up internal resources and improving their customer experience. Starting with the Ringgold Audit Service, Annual Reviews sent data of their organizational customers to the CCC Ringgold data management team, where it was scrutinized for duplicates and other discrepancies. Ringgold IDs, Ringgold's persistent identifier (PID) for organizations, and Ringgold metadata were added to each cleaned customer record, and a whole set of data was returned to Annual Reviews where it was ingested into their systems as clean, disambiguated, and normalized data.

Annual Reviews eventually decided to automate their customer data governance using Ringgold Identify Database. Using the Ringgold ID, Annual Reviews has been able to effectively map the relationships between their institutional accounts, allowing them to connect data from different departments within Annual Reviews, such as Sales and Customer Service, to get a complete view of their customer. Annual Reviews can now easily generate a single report to get insights with all relevant data about an institution, a major improvement from the multiple reports, often with incomplete data, that they were using prior to the implementation of Ringgold Solutions.



Everything is normalized. Everything is standardized. So, it allows us to institute those standardizations and normalizations into our systems, especially our customer master.”

Roy Marucut
IT DevOps Manager
Annual Reviews



I value (Ringgold Identify Database) every time I’m working with someone in sales and it’s a new account, or we have to visit an account, when I can say we can easily walk in there knowing the data we’re giving them is clean.”

Andrea Lopez
Director of Sales,
Partnerships & Initiatives
Annual Reviews

Annual Reviews Uses Ringgold IDs for True End Customer Project

At Annual Reviews, some institutions manage their relationship at the top level, making things simple, while others are handled on a department-by-department basis. To tie these accounts together and get a holistic view of the institutional customer, their Operations team developed a True End Customer (TEC) number. Using the rich metadata contained in the Ringgold Identify Database, the TEC number is associated with an institution, from their billing and shipping accounts to their online access and contributing author data. The TEC number is then associated with the right account in each of Annual Review’s internal systems by using the hierarchical organizational relationships contained in the Ringgold Identify Database. This allows Annual Reviews to easily connect different departmental accounts under one parent account, increasing interoperability throughout their internal systems.

Ringgold IDs Connect Data Across Systems

The Operations team at Annual Reviews syncs the normalized Ringgold data to any new accounts and leverages it to update customer information. In doing so, they update Annual Reviews’ systems automatically, whether it is the order entry, production, or CRM systems, keeping everything consistent and accurate under the TEC number. Roy Marucut, the IT DevOps Manager overseeing the team that has operationalized the use of Ringgold Identify Database, said, “Everything is normalized. Everything is standardized. So, it allows us to institute those standardizations and normalizations into our systems, especially our customer master.”

Automated Data Governance with Accuracy

Using the Ringgold Audit Service and Ringgold Identify Database, Annual Reviews has been able to automate their data governance without sacrificing accuracy. Andrea Lopez, Director of Sales, Partnerships & Initiatives, pointed out that Ringgold Identify Database has become so entrenched in their systems that she rarely has to think about it, but she is cognizant of the value it brings working behind the scenes, saying, “I value (Ringgold Identify Database) every time I’m working with someone in sales and it’s a new account, or we have to visit an account, when I can say we can easily walk in there knowing the data we’re giving them is clean.”



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