

Case Study

The American Psychological Association Uses Ringgold Persistent Identifiers to Improve Reporting and Access to Data



Company

American Psychological Association

Location

Washington, D.C.

About

APA is the leading scientific and professional organization representing psychology in the United States, with more than 133,000 researchers, educators, clinicians, consultants, and students as its members.

The American Psychological Association (APA) is the leading scientific and professional organization representing psychology in the United States, with more than 133,000 researchers, educators, clinicians, consultants, and students as its members. Its mission is to promote the advancement, communication, and application of psychological science and knowledge to benefit society and improve lives.

Historically, the association's organizational customer, member, and prospect data was held in two different systems: a Customer Relationship Management (CRM) system and a separate Fulfillment and Invoicing system. Orders and activities, such as memberships, contracts, and publication holdings, were held at many different levels within an organization, from, the top-level, e.g., a university, down to the various departments and affiliates within the university. This complexity meant that the association had difficulty determining relationships common to both systems and prevented it from having a much-needed holistic view of its customers and prospects.

To address this challenge, the APA set out on a project to bring its systems together so that all data would be connected and easily accessible for internal users — and to create a centralized data entry point so that accounts would not be duplicated moving forward.



The Results

APA now has a single system centralizing sales, fulfillment, and invoicing. All activities (orders, memberships, contracts, publication holdings, etc.) can be viewed in one place, and the activities of any related organizations are visible to users. Having a single system enables the business user to see activity across all levels of the organization, providing a holistic view of the organization with which APA interacts.

Standard and bespoke reporting is now accessible to all users of APA's CRM system, with no need to request reports from the IT team. Reporting now easily includes all child or parent records in a particular organization's hierarchy. Ringgold metadata associated with the organization (Ringgold Tiers, Ringgold Types, Carnegie classifications, etc.) is also available within APA's CRM system and can be added to enhance user knowledge and analysis.

Ringgold IDs help bring order and consistency to APA's customer organization and tracking

To take the first step towards creating a well-connected system, the APA used Ringgold IDs for their accounts in both systems to develop a reporting solution. With over 600,000 organizational identifiers and metadata records, Ringgold Identify Database provided APA with the expertly curated view of organization data they needed. Aggregating the data from the two separate systems the APA was able to reveal duplication of accounts within and between the two systems. To increase the visibility of order activity for each organization, and to ensure that organizations could not duplicate orders for the same content, it was imperative to de-duplicate records within and across systems.

As a part of the data migration required to launch its solution, APA used Ringgold IDs to merge accounts, eliminating all duplicates as they did so. APA's team also customized an algorithm using Ringgold hierarchies and metadata elements to group accounts by what APA considers the top-level organization. Implementing this algorithm allows APA to group accounts by organization and provide multi-level reporting to users.

"It is much easier for users to see the holistic view of that customer because now data is all in one place," explained APA IT Analyst Robert Drayton.

Now, when APA users enter a new account, potential duplicates are identified using the Ringgold ID and hierarchical relationship. APA also sends the full dataset to Ringgold each month and Ringgold staff verify all assigned Ringgold IDs, serving as an additional layer of protection against potential duplicates.

Concluded Aaron Wood, APA's Head of Product and Content Management, "It seems that not a single week goes by without me considering Ringgold data in one area, application, or another."

About CCC

A pioneer in voluntary collective licensing, CCC (Copyright Clearance Center) helps organizations integrate, access, and share information through licensing, content, software, and professional services. With expertise in copyright, information management, artificial intelligence, and machine learning, CCC and its subsidiary RightsDirect collaborate with stakeholders to design and deliver innovative information solutions that power decision-making by harnessing information from a wide variety of data sources and content assets.

© 2023 Copyright Clearance Center, Inc. All rights reserved. 03/23



Learn more

Learn more about our licensing, content, and data solutions:

copyright.com

solutions@copyright.com