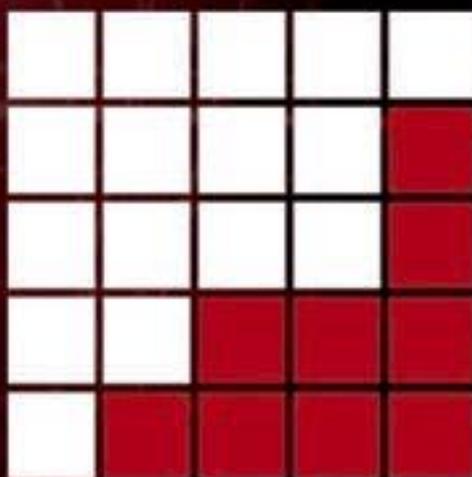


THE DEMYSTIFIED ADVANTAGE

HOW ANALYTICS DEMYSTIFIED HELPED
ELSEVIER BUILD A WORLD-CLASS ANALYTICS
ORGANIZATION



ANALYTICS DEMYSTIFIED

Elsevier is a multi-billion dollar multinational which has transformed from a traditional publishing company to a modern-day global information analytics business. As a company focused on delivering value to its customers, Elsevier realized the importance of leveraging customer insights to improve user engagement and be able to deliver new solutions to exceed customer expectations. In an effort to gain additional insights into how prospects and customers used their diverse online products the company selected Adobe as its global analytics platform in 2013.

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Given the scale and diversity of Elsevier’s businesses across different market segments, there was a clear gap in the breadth of partners available with real-world experience in Adobe Analytics required to support the complex deployment. According to Darren Person, Senior Vice President of Shared Platforms and Capabilities, “When we selected Adobe as our analytics platform, Elsevier had variable experience with web analytics given the large diversity of implementations across a number of different solutions. For us to be successful, it was critical that our partner was an expert in not only the product being implemented (Adobe Analytics), but also an expert in understanding the business outcomes we wanted to achieve. Our early implementations lacked an enterprise view of Elsevier and our customers, which made those implementations overly complex and lacking in their ability to scale across the organization. It was an important goal to have the ability to leverage our investment as we grow, both organically and through acquisition.”

“We needed a partner who could resource for the life of the project and bring the expertise to expedite the delivery of our [Adobe Analytics] solution.”

The prior implementations reviewed by Person, who had extensive experience with web analytics over his 20 year career in product and technology, failed to take a holistic view of Elsevier as a company. The partners they had selected weren’t able to bring the consulting resources and experience to the table that reflected the investment Elsevier was making into web analytics. “Our initial partners were used to working with simple, one product business models and didn’t have enough experience in enterprise implementations. This gap led us to re-evaluate who we were working with,” says Person. “We spent several months dealing with ongoing architectural issues, and the turnover of the consulting team every two months didn’t create a long term viable option. We needed a partner who could resource for the life of the project and bring the expertise to expedite the delivery of our solution.”

“Adam Greco called me personally and within ten minutes of our discussion I knew we had found the right partner which Elsevier could trust to help shape our enterprise implementation.”

As a member of the NYC CTO Club, Darren reached out to his executive network who recommended the team at Analytics Demystified. “I was eager to help get this effort back on track and after receiving multiple recommendations, I visited the Demystified site and directly called one of the Senior Partners. Less than an hour later Adam Greco called me personally and within ten minutes of our discussion I knew we had found the right partner which Elsevier could trust to help shape our enterprise implementation. Adam assured me that his company didn’t work through account managers, no bait-and-switch on resources, just Adam Greco partnering with me and my organization to understand our real business needs, collaboratively working together to build exactly what we needed and, more importantly, why.”

Following Adam’s requirements gathering and solution design process, and under Adam’s continued guidance, Analytics Demystified Senior Partner Josh West came in to work side by side with Elsevier developers worldwide to ensure a deployment that was 100% consistent with global requirements but respected individual groups need for specific data to meet their needs. “Analytics Demystified helped to build out an architecture which allowed us the flexibility to treat each business as unique, but also having a common taxonomy across business units, products, and different parts of the company,” said Person. “The ability to use a common vernacular for analytics across this global organization has created new capabilities and enabled sharing of insights helping to create a strong community inside the company.”

Following Analytics Demystified’s work, Mr. Person has been able to push Elsevier’s use of analytics to new levels across the organization. “Almost every meeting I attend, analytics and key data points are being used to help develop and support ongoing and new initiatives. The teams are using metrics and reports to tell the customers story and identify new opportunities across technology, marketing, sales and product management.”

“Elsevier, with Darren’s help, kept its eye on the long-term goal, which created a great working relationship and, ultimately, a more successful implementation.”

“Working with Darren and Elsevier was a tremendous experience. While the scope of what we were trying to accomplish was daunting, Darren helped assemble the key people from each of the Elsevier business units and supported us every step of the way. Tackling large implementations successfully takes a lot of executive support and vision, since there will always be those who want to keep the status quo or do things their own way, but Elsevier, with Darren’s help, kept its eye on

the long-term goal, which created a great working relationship and, ultimately, a more successful implementation.” says Adam Greco, Senior Partner and Adobe Analytics Strategy Lead at Analytics Demystified.

Thanks to Analytics Demystified’s unique business model, one built around direct and unfiltered access to the best and most recognized minds in the digital analytics industry, Elsevier now has a global reference architecture that provides for common tagging, development, and end-user education. The final deployment allows for common key performance indicators that can be rolled up by individual business units and products across the entire company while simultaneously allowing those same groups to confidently define their own data collection, metrics, and reporting fully customized to their individual business needs.

If you would like to learn more about Analytics Demystified’s work with Elsevier and similar Enterprise-class companies across the globe please call us directly at (360) 833-3996 or email contact@analyticsdemystified.com.

ABOUT ELSEVIER

Elsevier is a global information analytics business that helps institutions and professionals advance healthcare, open science and improve performance for the benefit of humanity. Elsevier provides digital solutions and tools in the areas of strategic research management, R&D performance, clinical decision support and professional education, including ScienceDirect, Scopus, SciVal, ClinicalKey and Sherpath. Elsevier publishes over 2,500 digitized journals, including *The Lancet* and *Cell*, more than 38,000 e-book titles and many iconic reference works, including *Gray’s Anatomy*. Elsevier is part of RELX Group, a global provider of information and analytics for professionals and business customers across industries.

ABOUT ANALYTICS DEMYSTIFIED

Analytics Demystified is run by many of the best known names in the digital analytics and optimization industry and brings over 100 years of experience to every client engagement. Our consulting model has a singular focus, client satisfaction, and that translates into the right answer, the first time, every time for every company that calls us for help. No account managers, no “fresh out of college” consultants-in-training, no overhead or waste ... just the best analytics and optimization consulting available in the world today. Contact us to learn why many of the best known brands in retail, athletic apparel, technology, media, publishing, financial services, and consumer packaged goods rely on Analytics Demystified to help shape their digital measurement and testing strategy.