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## *P R E S S   R E L E A S E*

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# **Macmillan and IBM Announce Partnership to Provide Usage Statistics Services to the Publishing Industry**

MPS Technologies, the publisher services business from Macmillan, together with IBM are delighted to announce the formation of a collaborative partnership, providing services and tools to help publishers and libraries better understand how users are accessing their online content.

The unique partnership combines MPS's extensive knowledge of the specific needs of the publishing industry with IBM's world class technology, scalable hardware configurations and exceptional service. Both MPS and IBM are members of COUNTER - the new international standard in usage statistics ([www.projectcounter.org](http://www.projectcounter.org)).

The new service provides high-volume data processing services together with a suite of reporting tools for publishers and societies. A number of publishers have been able to dramatically cut their costs of providing COUNTER-compliant reports to libraries, while at the same time providing an array of high-value reports for their publishing and marketing teams. A suite of over 60 standard reports is available together with a live query tool that enables publishers to create custom reports.

David Sommer, Commercial Director with MPS Technologies, said: "In today's publishing environment, publishers and libraries place a high value on credible, consistent and comparable usage data. COUNTER is now recognized as the international standard in usage data, and we are delighted to be working with IBM to offer publishers the opportunity to provide COUNTER-compliant reports and realize considerable cost savings."

Evan McGrath, Solutions Manager with IBM SurfAid added: "Our partnership with MPS Technologies allows us to provide our powerful reporting toolkit to the publishing community, enabling publishers to gain new insights into how and why users are accessing their sites, and to help them meet their publishing goals."

### **FURTHER INFORMATION**

For further information or to request a free trial using a sample of your actual data, please contact David Sommer, Commercial Director, MPS Technologies at:

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### **ABOUT MPS TECHNOLOGIES**

MPS Technologies offers high quality, flexible and cost effective technology solutions and business services that facilitate scholarly communication. MPS aims to be the first choice for quality publishers and societies seeking an independent partner to deliver a broad range of support services. MPS are unique in this sector in being able to offer

- industry knowledge from the publisher's perspective
- more than 30 years of client-based operations management experience from typesetting and data capture through to web design and development services

### **ABOUT IBM**

IBM SurfAid Analytics is part of IBM Global Services, the world's largest information technology services provider, with customers in 160 countries and annual revenues of more than \$36 billion. IBM Global Services offers consulting, IT services, hardware, software, research and financing to help companies of all sizes realize the full value of information technology. IBM SurfAid Analytics provides web analysis tools that track how visitors are interacting with site content as well as consulting on best practice measurement and data interpretation.

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