

Abacus e-Media launch new Customer Experience platform

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Cutting-edge technology used to create content, build websites and manage their users by some of the UK's leading publishers and membership organisations, is now available to organisations of all sizes thanks to the cloud.

Digital publishing specialist, Abacus e-Media, has redeveloped its award-winning suite of enterprise products and produced Webvision Cloud, a Customer Experience Management (CMX) platform that provides an end-to-end digital publishing solution.

Straight out-of-the box, Webvision Cloud, offers a sophisticated and fully responsive website that delivers an elegant user experience across desktop, tablet and phone, complete with the rich feature set today's online customers expect to find on any modern publishing site.

Alongside these powerful website publishing tools comes a fully integrated audience engagement module that allows publishers to sell premium subscription products and selectively gate and personalise content and advertising. And because all this is delivered in one integrated solution, Webvision Cloud delivers a single customer view that can easily be leveraged to drive marketing campaigns and audience segmentation. So, in one affordable package, Webvision Cloud supports the development of a complete digital publishing strategy proposition.

Adopting Webvision Cloud also provides publishers with a competitive and predictable cost model. As a cloud-based platform, continuous and transparent upgrades mean customers are always running on the latest version of the software with no extra charge for upgrades, and its inbuilt flexibility drastically reduces the need for expensive design and development resources. Webvision Cloud presents a risk-free alternative to Open Source solutions with transparent, upfront pricing and significantly reduced Total Cost of Ownership (TCO). This unique combination of flexibility, functionality and affordability is what makes Webvision Cloud such an attractive proposition for small and medium-sized businesses.

Independent business publisher Information Publications has become the first organisation to adopt the Webvision Cloud platform. Their leading weekly print magazine, Cabinet Maker, has a paid circulation of 3,500 readers, both online and offline. "We're determined to utilise the Webvision Cloud to become a 'data driven business' and increase revenue by leveraging our existing content and also creating new products to sell to our marketplace. Webvision Cloud gives us a real competitive edge by providing digital publishing tools used by the big publishers at a price we can afford," says Debbie Johnson, Managing Director of Information Publications.

As a long-term supplier to the publishing and membership sector Abacus sees Webvision Cloud as an important addition to its portfolio. Steve Feigen, CEO of Abacus e-Media, explains:

"We've taken all our experience of the digital publishing market working with clients such as Thomson Reuters, EMAP, UBM, Bauer and member bodies like the Law Society and Royal Pharmaceutical Society, and baked it into Webvision Cloud. So our platform can support your business no matter how much content you produce and what level of flexibility you need around presentation.

Uniquely, Webvision Cloud gives you just as much flexibility and adaptability around your business model – so you can try different paywall and gating regimes to see exactly what works best for all the content and services you provide. And underpinning all this is a comprehensive customer database that you can use to help you make these decisions. It's a completely unique proposition made affordable thanks to cloud-based technology.”