

Sometimes your greatest assets are the actual data and insights your organisation has spent years of effort building ... Perhaps those assets in themselves could become a valuable source of new revenue.

That's exactly what a global energy consultancy did using **Altio [insight]** to sell data, information and analysis to their customers online.

By making the data and insights they already had more dynamic, more accessible and easier to manage, they built a new publishing and delivery business model that delivered value to both existing customers and new markets. The result?

They improved customer engagement, opened up new markets and scaled up their existing revenues from static data publishing by a factor of 6.

Our Solution:

Altio [insight] is a customisable, off-the-shelf, easy-to-use, web-based, information publishing and visualisation application. It is quick and easy to install and deploy.

The benefits to your business:

- **Increased Revenue Potential** from customers willing to pay for access to your insight when they most need it
- **More dynamic, visible and accessible content** enhances your customers' experience
- **Simple to use for subscribers** to download exactly what they want in their preferred format
- **Simple to administer** so your team can make content production run like clockwork
- **Cost-effective – high added value** without expensive, complex IT projects

First Step:

Find out more about how we can help ...

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The screenshot shows a web browser at www.yourwebsite.com/your_insight. The interface includes a navigation menu (Home, Slide view, Export, Search, Commentaries, Purchase slides), a search bar, and a user profile section with 'Your logo', 'Account settings', and 'Log off'. The main content area displays several data visualizations: a 'Tetley Red Tea' case study with a bar chart, a 'Pie Chart - S5727' showing pathogen distribution, a 'Line Chart - S5159' showing ADP demo data, and a video player for 'AIP Demo - Sample Video of Tiffany Potter, Hawaii'. A sidebar on the left lists various categories and slide titles. On the right, a world map is shown with red location markers, and a revenue icon (£ \$ €) is displayed above it.