

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 displays the Altio [insight] web application interface. On the left, a sidebar lists various data categories and charts. The main content area features several visualizations: a 'Tetley Red Tea' case study with a bar chart, a 'Pie Chart - S5727' showing market share distribution (Pathogen A: 10%, Pathogen B: 10%, Pathogen C: 7%, Pathogen D: 3%, Other: 64%), a 'Line Chart - S5159' showing ADP demo data over time, and a video player for 'AIP Demo - Sample Video of Tiffany Potter, Hawaii'. A world map on the right is highlighted with orange circles, indicating global reach. To the left of the map, a stack of icons represents data sources: 'Your data' (HTML, PDF, XLS), which is converted into 'Revenue' (represented by £, \$, and € symbols) and then distributed to 'Clients / Customer'.