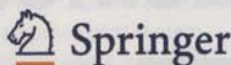


◀ continued from page 28

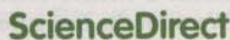
■ **Springer Science+Business Media will publish new South Korean content** in partnership with the Korea Nano Technology Research Society (KoNTRS) and KAIST (Korea Advanced Institute of Science and Technology) Press. KoNTRS will work with Springer to publish *Nano Convergence*, a peer-reviewed, open access (OA) journal. This international, interdisciplinary journal will debut in January 2014. Articles will relate to the nanoscience and nanotechnology fields. Beginning in 2014, Springer and KAIST Press will introduce about 10 new books per year that will be part of the KAIST Research Series. Source: Springer Science+Business Media ([springer.com](http://springer.com))



■ **LEAP, Polaris Library Systems' new library automation software product, entered the development phase.** LEAP is a web application that allows users to access Polaris services on a desktop, notebook, or tablet web browser. It is designed to help on-the-go librarians work with patrons by adding mobile functionality to Polaris software. LEAP's structure means that the platform will retain functionality for the next 10-plus years of system use. LEAP will officially launch in spring 2014. Source: Polaris Library Systems ([polarislibrary.com](http://polarislibrary.com))



■ **Elsevier added new titles to its Legacy Collection, which now offers more than 9,500 digitized books** on the ScienceDirect full-text database. Elsevier also added eight new Legacy Collection subject areas. ScienceDirect makes these books fully searchable and allows for deep reference linking. In other news, Elsevier launched Reference Modules on ScienceDirect. These collections arrange Elsevier's scientific peer-reviewed articles into individual databases that can be searched by subject. Each module's content is continuously evaluated by an editorial board that time-stamps articles with the most recent review date. Source: Elsevier ([elsevier.com](http://elsevier.com))



■ **Wiley and The Cochrane Collaboration recently launched Cochrane Learning**, a professional development resource for the healthcare industry. Cochrane Learning features a suite of online, evidence-based sources and free activities from The Cochrane Collaboration that function as a support resource for health professionals looking to improve patient care and to translate new knowledge into effective clinical practices. Source: Wiley ([wiley.com](http://wiley.com))



■ **HighWire Press introduced Follo, an ebook solution for publishers** that is designed to connect patrons with content on a user-friendly e-reading platform. Follo is accessible to publishers of any size and scales to each publisher's needs. Users can search inside ebooks, access social sharing features, and search for books and journals on the same platform. Follo is also optimized for mobile devices. Source: HighWire Press ([highwire.stanford.edu](http://highwire.stanford.edu))



## DirectMail.com Marketing Solutions Delivered

### FEATURED PRODUCT

Although it's now called DirectMail.com, the Prince Frederick, Md.-based company has been in business in one form or another for more than 40 years. It began as a nonprofit fundraising agency and expanded in different directions from there.

Today, DirectMail.com focuses on five aspects of commercial business: creative services and messaging platforms for marketing; data and analytics; database technology; digital space; and production of marketing snail mail, which constitutes the foundation of its business, according to Mike Savage, VP of marketing solutions.

DirectMail.com serves its clients through different kinds of marketing in a range of sectors, including healthcare, retail, and regional banking. Recently, in response to healthcare market demands, DirectMail.com expanded its data solutions and assets, offering specialized technology solutions and 70 new data elements in order to become the go-to data sourcing partner for healthcare organizations' acquisition and retention programs.

Savage says that there are a number of macro and micro trends upsetting the healthcare industry. The team at DirectMail.com has been hearing feedback for years that those in the healthcare industry need better help and more marketing support amid the ever-present scrutinizing that comes with a marketing budget.

"That's what led us down the road to creating these proprietary tools and technologies and data assets that we feel directly impact these healthcare organizations' ability to grow and be relevant to their communities," says Savage.

"One of the new technologies is based on a patent we have around

geotargeting and location-based information and marketing," he says. "And that's what really gives marketers, at their fingertips, the ability to understand their particular marketplace and demographics of the population." The new data elements can illuminate a host of behaviors, including a user's buying attributes or his propensity to buy online or offline.

Its new healthcare expansion represents a cross between two of



**DirectMail.com™**  
Intelligent Marketing Solutions. Delivered.

DirectMail.com's five pillars of business: data and analytics and database technology. But Savage says that DirectMail.com's solutions often fall into more than one of the several categories that they focus on and that this multipurposing is "really one of our value propositions and competitive advantages ... that we bring that data and insight to the table in every engagement."

Although DirectMail.com has competitors in different fields trying to corner aspects of the same marketplace, such as analytics firms, marketing agencies, and technology companies, Savage believes that "one-stop shop" accurately describes DirectMail.com and helps distinguish it. "We have a really strong bench of talent and analytics horsepower that really separates us from the competition," he says.

And with its annual direct marketing association trade show coming up, now is the chance to prove it. Savage says users should expect to see more data solutions, such as those provided by their geotargeting technology, in the future and that DirectMail.com will "continue on our path of being an analytics leader in the various industries that we serve."

➔ DONOVAN GRIFFIN

continued on next page ➔