

# Helping brands and communities grow engagement and revenue with tailored digital experiences

## CORPORATE SNAPSHOT

Founded in

**1978**

**Digital eXperience  
Platform SaaS**

**Customer Insights Bureau**

**Digital Transformation  
Consultancy**

**£5m**

turnover in 2018

We employ

**65**

staff

Over

**50**

digital awards won by our clients  
in the last 5 years

We are a UK-based company,  
with two offices:

**London (headquarters)**

107–111 Fleet Street  
London, EC4A 2AB

**Portsmouth**

Technopole, Kingston Crescent,  
Portsmouth. PO2 8FA

Abacus is an award-winning Software as a Service (SaaS) provider, with over 20 years of digital transformation experience. We help brands and communities grow engagement and revenue with personalised digital experiences.

Our unique proprietary SaaS offerings are **Webvision Cloud**, a Digital eXperience Platform (DXP), and **ADvance**, our award-winning Customer Data Platform (CDP). They provide a range of built-in and add-on modules that enable our clients to proactively manage customer engagement and revenue with highly targeted offers and relevant content driven by powerful insights combining data from multiple channels. These platforms are complemented by specialist consultancy and bureau services which help our clients optimise their audience engagement and revenue.

## Platforms



**Webvision Cloud** is a GDPR-compliant Digital eXperience Platform (DXP), comprising a professional mobile-friendly website, an enterprise-class CMS and a market-leading audience engagement database – all in the cloud. The hierarchical preference centre (Compliance Hub) keeps track of all interactions with your customers so that your organisation can demonstrate lawful consent and ongoing engagement (for legitimate interest).

**ADvance** is a SaaS Customer Data Platform (CDP), providing a GDPR-compliant multichannel single customer view (SCV), customer identity & access management (CIAM) and e-commerce system in one. The platform combines data from multiple sources allowing powerful insights and segmentation to drive dynamically personalised offers and experiences, improving customer engagement and propensity to buy.

## Services

**Customer Insights Bureau** – Abacus' bureau services operation offers clients a specialist customer services team to handle GDPR-compliant data processing with an end-to-end subscription management and fulfilment services capability.

**Digital Transformation Consultancy** – Our team of highly specialised consultants offer a range of advisory and project delivery services: *Digital Commercial Strategy, Content and Production Strategy, Subscription and Renewals Marketing Strategy, Site Optimisation Strategy, Branding and UX Design, and Systems Integration Consultancy.*

## What is your business requirement?



- ✔ Customer experience management
- ✔ Audience and member engagement
- ✔ CMS and digital content delivery
- ✔ Subscriptions and membership management
- ✔ Customer identity and access management (CIAM)
- ✔ Single customer view (SCV) and segmentation
- ✔ E-commerce and subscription billing
- ✔ Digital product development
- ✔ Native advertising and sponsored content
- ✔ Bureau services and print fulfilment

### OUR CUSTOMERS INCLUDE:



“I have worked with lots of different systems in my publishing career. Webvision and ADvance are the best I have ever used in a demanding multichannel publishing environment. It is a daily joy to be able to create good content, so easily, for multiple platforms.”

Publisher at Royal Society of Chemistry

“The performance and the results from Webvision Cloud are very promising. We have a fast, secure, flexible, future-protected platform on which to further develop our digital activities and to engage ever more closely with our users. The design, business analysis and platform onboarding process undertaken by Abacus was thorough and professional. I would rate the overall experience very highly.”

Managing Director Digital at MBI

### ASSOCIATIONS & CERTIFICATIONS



To find out more about how we could help your organisation, visit

[www.abacusemedia.com](http://www.abacusemedia.com)

[abacusemedia.com/ataglance](http://abacusemedia.com/ataglance)

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