insights

View usage analytics in one platform

One-stop usage analytics platform for all your stakeholders

Insights is a platform which works on a multilayer network of databases and processes which ultimately provide COUNTER and non-COUNTER analytics to publishers globally.

In simpler terms, Insights gathers raw usage logs (hosting platform, 3rd party application connections), and then creates COUNTER and Non COUNTER usage analytics using the raw publisher platform data. The reports generated are distributed to publishers, libraries, and institutions using SUSHI API, Insights UI, or any other 3rd party delivery platform via integration of Json powered APIs .

Integrations are available for both COUNTER reports (SUSHI), and other analytics including business analytics driven by traffic IP data, or identifying potential sale or marketing opportunities.

Insights' database acts as a data warehouse for dozens of global publishers, with data backups going as far back as 2008. We currently process over 180 million page views/month. Insight uses raw server logs as input data and bring on results based on dynamic queries on the Insight portal by the user

using UI based query tools to both publishers and libraries.

By following a multi-tier of data connection, processing and storage, Insights is creating, managing distribution of COUNTER 5 reports to over 45,000 libraries and institutional users per month. It strives to be platform-independent so that publishers can leverage the benefits of content usage analytics without being deterred by the hosting platform.

"HighWire will enable us to take an evidence-based approach to our editorial decisions, accelerating our ability to analyze and visualize trends and gaps. We will be able to track the performance of our current publishing output at a granular level."
- Anonymous Customer

Features and benefits

- Usage analytics for hosted and non-hosted content
- Scores of dashboards and reports to give you the best insights available
- Ability to slice and extract data as per your requirements

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- Scores of dashboards and reports to give you the best insights available
- Single site for all S&M analytics

Multi-tier architecture for collection, processing , and presentation of reports

Bottom Tier

This tier involves connection of raw data sources using S3 buckets.This is followed by the creation of a multi-table DB structure to identify different datasets. Using these sets of the database on Mongo as a primary data warehouse, this will be connected both ways: with lighter SQL-based, and directly on a real-time dashboard using Power BI or any other 3rd party tools

Middle Tier

Transformation of wrangled data into meaningful sets for complex querying. This tier includes filtering the MongoDB tables and distributing them to segments as filtered MySQL DBs, storing data matrices for real-time query tools, and searching on platform.
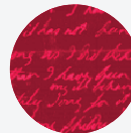
Top Tier

Hosting a platform with a set of tools to provide real-time data pipes, complex query designing options, filtering, high-level analysis with BA tools, or data mining.
Power BI license based UI or any other third party tool with UI can then be used as an interface at the customer end, if they own the license, or we can integrate Insights with our own APIs.

Highwire Press

HighWire is an industry leading provider of digital publishing tools and platform solutions, across all aspects of the publishing lifecycle.
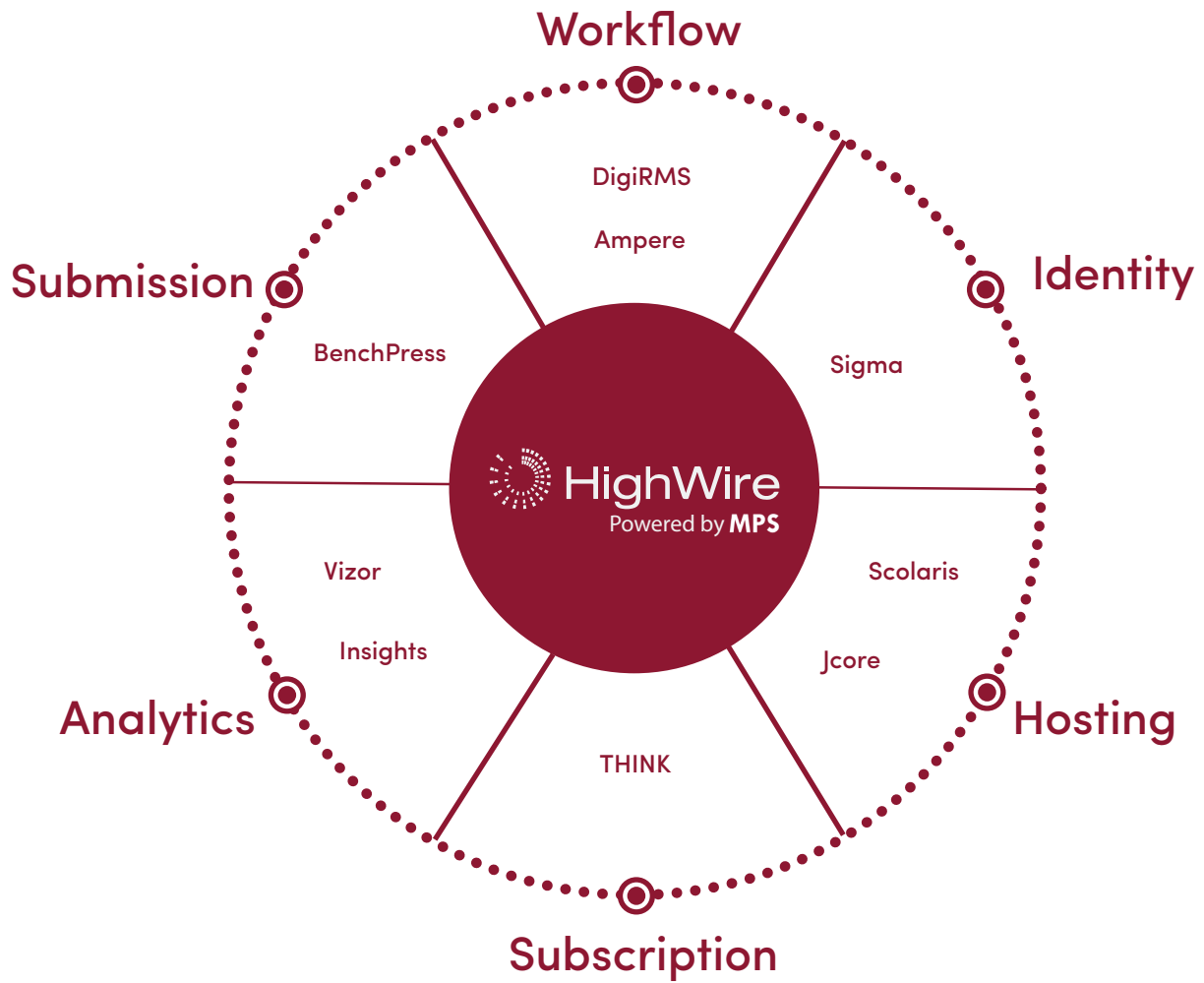
Since our founding at Stanford University in the early days of the web, HighWire has remained an innovative leader focused on the amplification of knowledge. We are now powered by MPS Limited, a leading global technology provider of content platforms and learning solutions.

This combination of deep domain digital and scholarly publishing expertise makes HighWire the technology partner of choice for global commercial and academic publishers.

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About Highwire

HighWire is an industry-leading global provider of digital publishing tools and platform solutions across all aspects of the publishing life cycle. Highwire is powered by MPS.

HighWire
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About MPS

MPS provides provide content, platforms, and learning services to the world's leading publishers, societies, university presses, learning companies, enterprises, and content aggregators.

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