

The Media Services Group, Ltd.

Élan



Solution Description

Élan, the flagship product of The Media Services Group (MSGSL), provides an integrated and modular software platform for publishers and event managers. Built on common accounting and customer management systems, the Élan Framework provides complete management of accounts receivable, accounts payable, general ledger and fixed assets, along with integrated customer service and CRM. Modular extensions can be used in any combination to support various publishing business models and revenue streams, including these applications: print and online advertising sales and management with Élan Ad; circulation fulfillment with Élan Circ; book and product production, sales and fulfillment with Élan Book; management of intellectual property with Élan Rights and Royalties; conference and exhibition management with Élan Event; directories management with Élan Directory; and association membership management with Élan Membership.

Value Proposition

- Provides business intelligence and decision-support to the publishing and events industries for managing financial, sales, marketing, and operational areas more effectively
- Allows information companies to work from a common database, providing the opportunity to leverage customer, prospect, and product information across the organization
- Streamlines processes, reduces costly errors, and improves communication across the publishing enterprise
- Provides industry specific reports and analysis on customers, sales trends, risks and opportunities, and competitors
- Helps publishers and other information companies run more competitive and profitable businesses
- Over 400 publishing customers worldwide

Company Description

For over 20 years, MSGSL has provided world-class software and services to the publishing industry. Founded in 1985 to service the magazine advertising markets, MSGSL has expanded into nearly all facets of the publishing business, including advertising management, circulation fulfillment, book publishing, exhibition and event management, directories and membership management. A privately owned company, MSGSL has offices throughout North America, in Europe and South America.

IBM Segment

- Data Management

Business Function

- Publishing and Event Management

Target Industry

- Media and Entertainment

For more information, contact:

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