



Techstreet Publisher Services

American Gas Association case study

Partnering with *Techstreet* enables AGA to offer its members a variety of natural gas-related publications more efficiently. As the manager of AGA's online publications store, *Techstreet* provides a single solution to AGA's fulfillment needs that optimizes access to publications, increases distribution channels and reduces cost, while vastly improving customer service.

Advocate for the natural gas industry

Founded in 1918, the American Gas Association (AGA) represents 202 local energy utilities that deliver natural gas throughout the United States. There are nearly 70 million residential, commercial and industrial natural gas customers in the United States, of which 92 percent—more than 64 million customers—receive their gas from AGA members. Today, natural gas meets almost one-fourth of the country's energy needs. For more information, please visit www.aga.org.

Setting standards for the environment

Through its publications division, AGA serves members and related agencies with a vast array of natural gas-related publications, including books on gas end uses, codes and standards; new and emerging gas technologies; reports, manuals, software and technical notes related to operations, engineering and flow measurement; and market research on industry trends and statistics and educational materials.

Techstreet
Connecting the world to standards



 **What is unique about Techstreet and what appeals to our organization the most is their willingness to accommodate our needs.**

Ali Quraishi,
Engineering Services Director

“Our publications cover all aspects of the natural gas industry—from historical data to market surveys, model codes and standards,” says Ali Quraishi, Engineering Services Director at AGA. “A key goal of AGA is ensuring that our members and other interested parties have easy access to our extensive publications collection.” AGA staff know that easier access leads to wider exposure to their publications and ultimately, greater adoption and usage by the industry.

Improving sales, delivery and customer service

AGA had been using a third-party distributor for selling and delivering their publications, and desired a partner who would collaborate and strategize with them on how to optimize their publications sales, marketing and distribution. Recognizing *Techstreet's* strength to provide online delivery and subscription services with Digital Rights Management (DRM) and to quickly supply print-on-demand hard copies, AGA found an excellent fit to offer improved services to its members and customers. Another important reason for AGA to work with *Techstreet* was its willingness to cater to AGA's specific needs in managing and reporting sales, marketing and distribution of AGA's publications.

Strategy and collaboration

“When we first started talking with *Techstreet*, the conversation was not about them and what they could do. Rather, it was about AGA and what we needed,” says Quraishi. “Their management and technical teams were genuinely interested in our content and market, and how we could work together to reach AGA's goals.”

American Gas Association

Year founded: 1918

Profile: AGA is a trade association for local natural gas utility companies and provides a broad range of programs and services for its members. Working collectively, AGA members address common concerns, protect the interests of their industry, enhance their operational excellence and promote the efficient use of natural gas. AGA also publishes a vast array of mission-critical codes, standards, books and technical reports to help its members and others understand the natural gas industry.

Members: 202 distribution member companies, including publicly-traded energy utilities, municipally owned and privately held companies

www.aga.org

During several telephone and face-to-face meetings, *Techstreet* gained a deep knowledge of AGA's domain, discussed big-picture strategies for making improvements, and then developed a full-scale proposal intended to exceed AGA's expectations. The proposal included the design of a new AGA Online Store, member discounts, conversion of hard-copy documents to searchable electronic PDF, and implementation of DRM. DRM encrypts individual PDF files to prevent unauthorized distribution and significantly reduce copyright violations.

As Quraishi says, “*Techstreet* proposed comprehensive solutions as well as novel ideas that went above and beyond what we were expecting.” Using their broad database of third-party content, *Techstreet* built an AGA Online Store that primarily features AGA publications, and also offers related codes and standards from other publishers. Rather than building an AGA publications “silo,” *Techstreet* built a “one-stop information source for the natural gas industry.”

Benefits to AGA users

With the *Techstreet* solution in place, AGA members can now shop directly from the AGA website, choose single copies in print or PDF format, and buy content from dozens of related industry publishers. Whereas some third-party distributors bring users to an unfamiliar website for order fulfillment, *Techstreet's* technology maintains the AGA Online Store “look and feel” giving confidence and security to AGA users that AGA is “with them” the whole way through.

Techstreet and AGA also knew there was a large audience of corporate users who would value a multi-user enterprise subscription. Now, through the AGA Online Store, users can contact a *Techstreet* sales representative to learn more about the AGA “Subscription Service” that provides web-based, multi-user access to a custom set of full-text standards in electronic format. The Subscription Service includes automatic revisions and additions, online usage reports, and file-sharing and collaboration tools.

“With *Techstreet*, we can now offer AGA members and customers better access to AGA content and faster service,” notes Quraishi. “This has resulted in increased sales which directly correlate to greater use of our standards and technical reports. This is critical for AGA; with greater usage comes greater exposure to our brand, stronger influence in industry policy-making, and an increase in our member satisfaction.” Saving Time and Money

Partnering with *Techstreet* has saved AGA substantial time and money and added new sales, marketing and service elements. Previously, AGA lacked the resources to provide an online download capability, fulfillment-related services, account management and marketing, as well as DRM and subscription services. Now that *Techstreet* manages their publications sales and delivery, AGA realizes all of these benefits in a single solution. They also gained an “auxiliary” marketing and technology team that shares AGA's interest in expanding sales, broadening their exposure and optimizing AGA's services. “With *Techstreet* managing our fulfillment needs and providing expert customer service, AGA will have more time and money to focus on the issues impacting the natural gas industry and its members,” says Quraishi.

Since making an easy transition to *Techstreet*, AGA has already seen impressive results. According to Quraishi, AGA has increased its annual publications revenue considerably and greatly improved customer satisfaction. “In the longterm, we expect to further increase sales, especially subscription sales,” adds Quraishi.

A successful partnership

When AGA joined forces with *Techstreet*, it became evident that both organizations' core competencies were complementary. “*Techstreet's* ability to apply current technologies for secure and timely content delivery complements AGA's highlevel services to its members,” observes Quraishi. *Techstreet* and AGA work collaboratively to ensure that important issues such as marketing, quality of service, new products, and online store traffic and results are constantly being monitored and updated as needed to ensure that AGA's publications department is successful.

About Techstreet

Techstreet provides a range of publisher services including data conversion and storage, a customized online store, advanced technology tools, global sales and marketing, warehousing, production and fulfillment, and expert customer service. When you partner with us, we'll help you optimize access to publications and increase distribution channels, reduce fulfillment costs, minimize printing and inventory expenses, increase sales of your own content, and build customer loyalty with a better user experience.

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Ali Quraishi
Engineering Services Director at AGA

Who we are

Clarivate Analytics accelerates the pace of innovation by providing trusted insights and analytics to customers around the world, enabling them to discover, protect and commercialize new ideas faster. We own and operate a collection of leading subscription-based services focused on scientific and academic research, patent analytics and regulatory standards, pharmaceutical and biotech intelligence, trademark protection, domain brand protection and intellectual property management. *Clarivate Analytics* is now an independent company with over 4,000 employees, operating in more than 100 countries and owns well-known brands that include *Web of Science*, *Cortellis*, *Derwent*, *CompuMark*, *MarkMonitor* and *Techstreet*, among others. For more information, visit clarivate.com.

Put our experience to work for you. For more information about our publisher services and solutions, go to techstreet.com/pages/publisher_services or email Todd Fegan, Vice President, Techstreet Operations at todd.fegan@clarivate.com

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