



AMERICAN
PSYCHOLOGICAL
ASSOCIATION

Case study

American Psychological Association Uses Ringgold Persistent Identifiers to Improve Reporting and Access to Data

American Psychological Association (APA) is the leading scientific and professional organization representing psychology in the United States, with more than 133,000 researchers, educators, clinicians, consultants, and students as its members. Its mission is to promote the advancement, communication, and application of psychological science and knowledge to benefit society and improve lives.

Historically, the association's organizational customer, member, and prospect data was held in two different systems: a Customer Relationship Management (CRM) system and a separate Fulfillment and Invoicing system. Orders and activities, such as memberships, contracts, and publication holdings, were held at many different levels within an organization, from, the top-level, e.g., a university, down to the various departments and affiliates within the university. This complexity meant that the association had difficulty determining relationships common to both systems and prevented it from having a much-needed holistic view of its customers and prospects.


To address this challenge, APA set out on a project to bring its systems together so that all data would be connected and easily accessible for internal users — and to create a centralized data entry point so that accounts would not be duplicated moving forward.

About American Psychological Association

Company: **American Psychological Association**

Location: **Washington, DC**

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Ringgold IDs help bring order and consistency to APA's customer organization and tracking

Ringgold IDs for their accounts in both systems to develop a reporting solution. With 770,000 organization records each with a unique Ringgold ID, rich hierarchies, and over 30 descriptive metadata elements, Ringgold Organizations provided APA with the expertly curated view of organization data they needed. Aggregating the data from the two separate systems the APA was able to reveal duplication of accounts within and between the two systems. To increase the visibility of order activity for each organization, and to ensure that organizations could not duplicate orders for the same content, it was imperative to de-duplicate records within and across systems.

As a part of the data migration required to launch its solution, APA used Ringgold IDs to merge accounts, eliminating all duplicates as they did so. APA's team also customized an algorithm using Ringgold hierarchies and metadata elements to group accounts by what APA considers the top-level organization. Implementing this algorithm allows APA to group accounts by organization and provide multi-level reporting to users.

Now, when APA users enter a new account, potential duplicates are identified using the Ringgold ID and hierarchical relationship. APA also sends the full dataset to Ringgold each month and Ringgold staff verify all assigned Ringgold IDs, serving as an additional layer of protection against potential duplicates.



It is much easier for users to see the holistic view of that customer because now data is all in one place."

Robert Drayton
IT Analyst
APA



It seems that not a single week goes by without me considering Ringgold data in one area, application, or another."

Roy Marucut
IT DevOps Manager
Annual Reviews

The Results

APA now has a single system centralizing sales, fulfillment, and invoicing. All activities (orders, memberships, contracts, publication holdings, etc.) can be viewed in one place, and the activities of any related organizations are visible to users. Having a single system enables the business user to see activity across all levels of the organization, providing a holistic view of the organization with which APA interacts.

Standard and bespoke reporting is now accessible to all users of APA's CRM system, with no need to request reports from the IT team. Reporting now easily includes all child or parent records in a particular organization's hierarchy. Ringgold metadata associated with the organization (Ringgold Tiers, Ringgold Types, Carnegie classifications, etc.) is also available within APA's CRM system and can be added to enhance user knowledge and analysis.

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