

The power of Marketing Automation

# Authentication and authorization of customers



## Authentication and authorization of customers

Bohn Stafleu van Loghum (BSL), one of Springer Nature’s best known divisions in the Netherlands, needed good technology for the authentication and authorisation of customers. With the help of Ternair Marketing Cloud, BSL has one central data platform with which the company can access hidden content for registered users, quickly and effectively.

In 2009 BSL initiated the transition to online with the construction of a platform, “MyBSL”. The process created a two-fold need: BSL lacked suitable technology for the authentication and authorisation of customers. At the same time, management information about how the platform was being used needed to be gathered. In order to be able to identify and service target audiences properly, this kind of management information is essential.

### Real time data

To determine the access to specific content at any given moment, the customer and subscription data must be available in real time. Ternair Marketing Cloud enables this process connecting data from backend customer system into the front-end via “My” environments. User authentication, authorisation and profiling are carried out through web services.

**“Springer has been using Ternair for several years for various big business units. The software is flexible and works very efficiently. Without technical knowledge, marketers can create, manage and execute multi-channel marketing campaigns.”**

**Christian Matthees  
Business Analyst Springer Nature**

**SPRINGER  
NATURE**

### **Authentication and authorisation**

Since the implementation, BSL has been using a single central data platform which allows the company to quickly and efficiently unlock shielded content for registered users of the various websites. Several business units of Springer Nature are already working with the Ternair solution.

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