

## PRESS RELEASE: 451 Research partners with Publish Interactive to launch new publishing platform

451 Research, an IT research firm, has partnered with Publish Interactive, a SaaS developer for the research sector, to launch a new content management and research publishing platform.

451 Research will launch its new, state-of-the-art interactive content portal to customers this month, following a successful rollout of the technology to staff.

The research firm's deal with Publish Interactive means its customers will benefit from sophisticated search, intuitive workflow tools and simple access to vital research content.

Using Publish Interactive's cloud-based, specialised research sector content solution, 451 Research can publish more than 2,500 new pieces of content every year, including its short-form reports through its Market Insight service, the long-form Technology & Business Insight research reports and the graphic-heavy Voice of the Enterprise survey research.

The arrangement ensures that at launch more than 28,000 individual reports will be available to subscribers as digital content, with a further 54,228 reports from 451 Research to be uploaded later.

"At 451 Research, we recognise the critical importance of our content being consumable for our clients which has led to our investment in Publish Interactive," said Alan Elworthy, Chief Revenue Officer at 451 Research. "Publish Interactive will provide an industry-best user experience that we have wanted for our clients."

"The new Research Dashboard empowers our clients to quickly identify, extract and embed the most valuable elements of our research, then seamlessly integrate them into their decision-making process," said Aaron St. George, Senior Vice President of Engineering & IT Operations at 451 Research. "This accelerated path to finding actionable insights is a fundamental differentiator from our competitors."

"Publish Interactive's smart tools and intuitive content management and publishing system offer 451 Research a key point of differentiation in its markets," said Emma Forber, Director of Client Services with Publish Interactive.

"The fact that each piece of content we support can be broken down by users into key 'snippets' for delivery, storage and export also helps 451 Research's aim of increasing their value to clients by moving toward creating content in a more modular fashion," added Forber.

*For further information, read [this Q&A](#) with 451 Research on how Publish Interactive is 'mission critical' to its development.*

**About Publish Interactive**

Publish Interactive is a leading developer of serviced software for the research sector. The company is based in Leeds, in the UK. It has been supplying its industry-leading content management and publishing platform to research and information businesses for more than 12 years.

**About 451 Research**

451 Research is a leading information technology research and advisory company focusing on technology innovation and market disruption. More than 100 analysts and consultants provide essential insight to more than 1,000 client organisations globally through a combination of syndicated research and data, advisory and go-to-market services, and live events. Founded in 2000 and headquartered in New York, 451 Research is a division of The 451 Group.

**Contact:**

Mitali Mookerjee

Managing Director, Publish Interactive

**Phone:** +44 (0)113 457 0123

**Email:** [press@publishinteractive.com](mailto:press@publishinteractive.com)