

## Taking control of your online publishing

In the evolving information age, an online presence is no longer a differentiator in itself. To stand out from the crowd, you need to maximize the value of your assets by ensuring that your web platform:

- meets fast-evolving user needs, with state-of-the-art features that integrate with other online and offline tools
- supports flexible delivery of granular, multi-format content, beyond the simplistic siloing of journals and books
- adheres to key industry standards to ensure full interoperability with other widely-used applications
- builds on changes to users' behaviour, technological literacy, expectations and broadband penetration to deliver appropriate levels of service
- capitalizes on judicious alliances to drive across-the-board discoverability of your content
- competes strongly in fundamentals such as search, browse, performance, accessibility, navigability.

### Leveraging your content's potential

The content you publish has proven value to users which can be optimized through creative approaches to its marketing. Exploit the full potential of your data by ensuring it is "online enabled" – enhanced with interactive functions, comprehensively tagged, and fragmented for easy repurposing. While the content remains the user's primary requisite, access models and supporting features deliver additional value which can be critical to attracting users and fulfilling the potential of your assets.

### Choosing the right partner

Organizations achieve most success when focusing on their core competences; as a publisher, therefore, you should consider outsourcing your technological and online needs to allow you to focus on that which you do best.

The Publishing Technology group provides the only end-to-end suite of services designed specifically for publishers. Our digital content framework allows publishers of any size, discipline or technical proficiency to convert, store, deliver and monetize digital content rapidly and cost-effectively. You can benefit from our expertise, capabilities, and experience while maintaining full control over your assets.



- retain control of your brand, business model and content
- fine-tune the right solution to your needs from our range of online platforms and capabilities
- deploy smart data modeling to drive sophisticated discovery
- consolidate multiple formats into a unified content proposition
- explore innovative new business strategies supported by pioneering data storage
- meet user demand for standards compliance, technical currency, and supply chain integration.



# Our strengths



## **Converting your content**

We can convert a range of input formats (SGML, XML, PDF, desktop publishing files) into online-ready content, with the metadata necessary to support sophisticated search, browse and display functions.

## **Securing your content**

Our Tier 1 hosting facilities incorporate full back-up and recovery, server administration, monitoring and reporting. You benefit from a robust, proven and fully-supported service, while avoiding the costs and complications of integrating, updating, scaling and securing the software.

## **Managing your content**

Store, manage, and control your content in our content library, which combines a full administration toolkit with comprehensive back office integration. Our content management systems give you full control over the marketing copy around your content.

## **Delivering your content**

Choose the website format that will best showcase your publications. All deliver the personalization, community and standards-driven options that your users demand.

## **Monetizing your content**

Flexible licensing and e-commerce modules provide you with multiple options for achieving return on your digital investment – from traditional subscription and pay-per-view models

through to carnet and bundled purchasing, with the option to capture additional revenue through selling advertising inventory.

## **Driving traffic to your content**

Our systems can distribute, or expose, your metadata to key search engines, retailers, social networks and subject portals and other strategic partners to ensure that users are directed to your content regardless of their web entry point.

## **Branding your content**

Using the latest web development techniques, we can deliver multiple themed websites that acknowledge the variety of ways in which you choose to brand and sell your content, from your top-level publisher brand to those used for specific publications or packages.

## **Marketing your content**

Take advantage of business intelligence tools that deliver the analytics you need to inform your marketing strategies. Our expert consultants can provide additional services to ensure you increase awareness and sales through smart positioning.

## **Consolidating your processes**

We provide the infrastructure to integrate your online and offline production streams, managing warehousing and distribution alongside controlled access for online delivery. We can consolidate the customer data you need for functions including access control, customer service, renewals and more into a single customer record.

**For more information about how Publishing Technology can help you grow your online business, please contact:**

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The Publishing Technology group incorporates Ingenta, VISTA and PCG, and enables publishers to focus on their core competences by outsourcing technology requirements to a single, trusted partner. Its technology uniquely fuses online and offline publishing functions to provide end-to-end support for publishers across their full range of processes and requirements. Capabilities cover editorial & production, product information, distribution & fulfillment, content conversion & hosting, website development, sales representation, marketing programs, information commerce, customer care, rights & royalties and business intelligence. All application modules can be configured independently to meet specific publishers' needs and to allow flexible integration with existing systems. Associated sales and marketing services include consultancy and research, sales representation and telemarketing.

[www.publishingtechnology.com](http://www.publishingtechnology.com)

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