

End-to-end support as you rise to the technology challenge

Sources of competitive advantage in publishing are increasingly related to the technology that powers critical publishing processes and delivers content online. In a fast-moving, complex environment, your systems need to be sufficiently agile and future-proof to serve your evolving business needs.

But you need to concentrate on publishing, not on keeping pace with emerging technologies.

The Publishing Technology group enables you to focus on your core competences by outsourcing your critical technology requirements and related services to a single, trusted partner. We help you to capitalize on the investment you make in your publications by maximizing potential revenues, through efficient operations and agile responses to evolving markets.

Our end-to-end suite of publishing software and services is uniquely able to support your needs across:

- editorial & production
- distribution & fulfillment
- content conversion & hosting
- website development
- sales representation
- product information
- marketing programs
- information commerce
- customer care
- rights & royalties
- business intelligence.



Driving efficiencies and maximizing content value for publishers worldwide

Nearly 400 publishers worldwide, including 8 of the 10 largest, rely on Publishing Technology systems to:

- realize cost savings by introducing efficiencies to core processes and connecting diverse business functions
- identify and target new markets by analyzing existing business and evolving new offers
- maximize the visibility and value of content with the right online publishing platform
- satisfy customers with user-guided functionality and strong customer care
- build new revenue streams with market research and local representation.

We have experience of working with publishers of:

scientific	technical	medical
professional	scholarly	non-profit
engineering	business	humanities
education	society	trade
religious	legal	music

books	journals	monographs	statistics
reports	conference	proceedings	multimedia

Our products



Enterprise process management: the digital backbone of efficient publishing operations

The only enterprise-wide applications framework designed to meet the unique demands of the publishing industry, **author2reader**'s modular software can be configured to meet the specific needs of individual publishers. The software:

- maximizes profits by introducing efficiencies to the information supply chain
- grows revenues by enabling more effective integration with channel partners, customers and suppliers
- enables quick, easy implementation of new online business models and sales offers to capitalize on evolving markets and untapped demand
- informs successful business planning by collating performance data and providing a framework for strategic analysis.
- provides tools and infrastructure to manage both print and digital workflows and delivery
- is available on both a licensable basis and as a vendor-hosted ASP service.

Content delivery: leveraging the digital potential of your content

pub2web, our next generation publishing platform, allows you to offer users a gold-standard web presence and to sell and distribute your content in an environment over which you retain full control – without the burden of maintaining a complex technology platform. pub2web:

- deploys cutting-edge data storage to support multiple content types

- maximizes visibility and sales potential of your online publications with innovative searching and browsing
- is regularly upgraded to ensure your online presence remains current and continues to conform to key standards
- gives you full control of your content, your brand, your business models and your customer relationships
- allows you to experiment with different methods of revenue generation
- offers sophisticated functionality to your users.

To drive additional traffic to your content and support your online investment, pub2web can be easily integrated with our flagship collection of electronic publications, **IngentaConnect**. This leading online resource provides you with a ready-made audience of over 25,000 libraries and 1 million end-users.

Commercial services: growing revenues through expert sales and marketing

Our sales and marketing consultancy combines experience, connections and credibility to help you strategically grow your business and expand your reach in key markets around the world.

Our proven services can help you to differentiate your publications and gain strategic advantage over competitors by:

- entering new markets with local sales representation and customer service
- carrying out research to inform effective product development and positioning
- undertaking telemarketing campaigns to strengthen your customer relationships and launch new products.

For more information about how Publishing Technology plc can help you rise to the publishing challenge, please contact:

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