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## Visibility and Credibility for Scholarly Publishers Online

*Two case studies explore the benefits of digitizing backfiles*

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Two scholarly publishers on opposite sides of the pond took on ambitious plans to put their journal archives online and both turned to Publishing Technology, the largest provider of end-to-end software and services for the publishing industry, to help them achieve their goals. Case studies have just been published outlining each project and the benefits realized.

Netherlands-based humanities and social sciences publisher, Brill, set out to deliver 60,000 journal articles dating back to 1850 to the modern researcher. The project, which coincides with their 325<sup>th</sup> anniversary, was established to, increase visibility and improve sales. The results have gone above and beyond expectations. With 90% of the backfiles already available, sales have grown 8-10% this year as Brill has increased its traffic through IngentaConnect, Publishing Technology's scholarly research platform, and been able to increase its fees for pay-per-view and subscription access as they are now able to offer more to their customers. Additionally, the academic community's reception of the project has been so positive that JISC has purchased the entire archive on behalf of the UK Higher Education community.

As for working with Publishing Technology, Sam Bruinsma, Director of Business Development & E-Publishing commented, "Publishing Technology added a quality aspect to the project and we couldn't have had such success without its guidance and services. We look forward to the many new benefits awaiting Brill as the result of this successful partnership." For Brill, the backfile project with Publishing Technology has helped build the business, brand and reputation.

OceanSide Publications Inc., based in the United States, is a medical publisher who had its last 2 years of journals available online. They felt they were missing out on an opportunity and not properly conveying the depth of their 20 years of research to the community. As a result they turned to Publishing Technology to help them remain competitive and build credibility by showcasing the breadth of their work and amount of time in the industry through the internet.

Since the project's completion in 2007, OceanSide has recognized many benefits including the ability to introduce and experiment with new business models, resulting in an increase in subscriptions, additional article sales via pay-per-view, as well as increased usage of their content. Although the full subscription price increased following the addition of the backfiles, the entire package is being purchased more frequently than more limited subscription options..

Dr. Russ Settignano, President of OceanSide Publications, stated, "The project helps us to continue to grow, sell new subscriptions of our journals, and bring in new journals all together."

"Publishing Technology is very proud of its contributions to both of these publishers and is looking forward to assisting more publishers with the task of bringing their backfiles online, not only to preserve their rich pasts but to improve their futures," explained Louise Tutton, Senior Vice President of Publishing Technology's Scholarly Division.

These case studies are available in full at [www.publishingtechnology.com/about/case\\_studies](http://www.publishingtechnology.com/about/case_studies) and to learn more about how Publishing Technology can assist with your backfile project, contact us at [info@publishingtechnology.com](mailto:info@publishingtechnology.com), in North America +1 732-563-9292 x219 or in UK/Europe +44 (0)1865 397881.

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**About Publishing Technology plc**  
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The Publishing Technology group enables publishers to focus on their core competences by providing a single, trusted partner for both technology requirements and business development services. It is the largest provider of software and services for the publishing industry, servicing eight out of ten of the world's largest publishers. The group's proposition uniquely spans front and back office systems – complemented by a range of business development services – to provide the industry's only end-to-end suite of software specifically designed to support the publishing process. Capabilities cover editorial & production, product information, billing & fulfillment, content conversion & hosting, website development, marketing programs, information commerce, customer relationship management, 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. The company is listed on the AIM market of the London Stock Exchange and has offices in Europe and North America.