

For Immediate Release
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BMJ Group supported by Publishing Technology's Information Commerce Software

Publishing Technology, the largest provider of software and services for the publishing industry, has been selected by the BMJ Group to implement its Information Commerce Software (ICS) in order to support more flexible content licensing and better control over access and authentication.

The publisher of the *BMJ (British Medical Journal)* sought a system that could manage content across their many websites, facilitate new product development, increasingly enable the personalization of their products and integrate with their back office systems. They were using an internally developed system that was constraining product development, and that needed a major technology refresh to serve projected future needs.

Phil Caisley, Head of Information Services for BMJ Group outlined that "We were actively seeking a solution that allowed us to flexibly control, in a fine grained way, 'who is entitled to access what content, under what terms and conditions'. We were also seeking to create a common, cross-Group repository of User and Customer Identity information. Following conversations with The Institute of Physics, and SDU, we quickly recognized that ICS could provide the underpinning technology needed to achieve these goals. ICS would allow us to easily 're-package' our content assets, enabling us to be more responsive to market opportunities and changing customer needs. It would also enable the cross-selling and up-selling of our existing services."

Following a comprehensive evaluation process and an exhaustive study to assess the system's ability to accommodate various business use cases, BMJ Group selected Publishing Technology's ICS. Ian Hopwood, Head of Technology for BMJ Group explained, "We researched the market and from an initial list of half a dozen contenders, we soon identified that there were few suppliers really capable of providing the sort of solution we required. Ultimately, we chose to go with Publishing Technology. Their system is highly customizable, whereas others we looked at took a more standard off-the-shelf approach to delivery. In the end, we felt that the ability to configure the system to our specific needs was a priority." The ICS solution's modular architecture fragments its sophisticated functionality into individual capabilities that can be readily repurposed and combined to meet specific publisher needs. The software gives publishers the dexterity to capitalize on market trends by providing tools that can quickly and easily create new business models, product bundles or targeted marketing campaigns.

"We are very excited to have such a prestigious publisher on board, as well as the opportunity to provide ICS as the tool to help support future growth of their online and subscriptions business. Since the merger we have seen a large interest in ICS; the combination of Ingenta's online delivery experience and VISTA's system and publishing expertise has created an ideal environment to implement, support and enhance this offering for publishers," commented Colin Bottle, Group Chief Operating Officer for Publishing Technology.

Publishing Technology's Information Commerce Software is designed specifically for the marketing and sale of digital assets. It enables users to quickly build and deploy flexible business models, tailored to meet the needs of your unique subscriber base. ICS monitors the performance of business models, and allows changes to them without affecting the performance or stability of the rest of the site. As new markets and customer segments emerge, ICS can be leveraged to test the assumptions underpinning new models before actually implementing them. Most significantly, from the perspective of controlling costs, the ICS platform is designed to be used by non-technical staff. Content can be added or changed without relying on IT resource. To learn more about ICS visit the Publishing Technology website or send an inquiry to info@publishingtechnology.com.

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About Publishing Technology plc

www.publishingtechnology.com

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.

About BMJ Group

<http://group.bmi.com>

BMJ Group is one of the world's leading providers of trusted medical information for healthcare professionals and patients. BMJ Group publishes BMJ (British Medical Journal), over 20 specialist journals, BMJ Clinical Evidence and BMJ Best Treatments (currently available in the UK from AskBoots.com). The Group also provides through BMJ Learning, continuing professional development online modules and exam revision materials, as well as events and workshops for the healthcare profession. BMJ Group is owned by the British Medical Association. It is editorially independent and the articles and content it publishes are not intended to reflect BMA policy.