

**For Immediate Release  
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## **Thomas Telford and the Institution of Civil Engineers select Publishing Technology's pub2web to future-proof its publications**

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Publishing Technology, the largest provider of software and services for the publishing industry, is pleased to announce that its pub2web publications platform has been selected by Thomas Telford, publishing subsidiary of the Institution of Civil Engineers (ICE). The pub2web publishing system will enable ICE to realize its long-term objectives of uniting its diverse range of publications within a single e-content site and of achieving greater international penetration.

Pub2web will bring together Thomas Telford and ICE's journals, books, manuals and hybrid content, and its previously separate membership and subscriber access records, into consolidated databases – enabling greater cohesion of content and licensing management. Thomas Telford will still, however, be able to develop product-specific microsites to appeal to particular market sectors, but by creating these as portal views onto a single platform will reduce administrative work, lower costs and enable holistic database marketing. Flexible e-commerce toolkits and support for online advertising will allow Thomas Telford to further explore these new revenue streams.

Thomas Telford will be able to better serve its customers with library branding, whereby institutional administrators will be able to apply their organisation's colour palette, logos and links to its websites to reinforce their role in content acquisition, and full compliance with preservation initiatives. End users will benefit from multiple delivery formats for full-text content, integration with social bookmarking applications and presentation of supporting research data and materials alongside published articles.

"We were attracted by Publishing Technology's unparalleled coverage of the institutional subscriber market" comments Leon Heward-Mills, Publisher for the ICE group. "This, combined with their reputation for project management, customer service and technological leadership, convinced us that they are the right partner for us as we undertake this ambitious project that will provide a progressive platform for our publishing activities."

Future developments to the site will take advantage of pub2web's semantic web capabilities, which build upon the platform's award-winning data storage and modelling to help users discover new content and to recognise and build on new research connections.

Publishing Technology's Senior Vice President Louise Tutton notes that "With all publishers under increasing pressure to create new value in the information supply chain, we look forward to applying our technology to help Thomas Telford and ICE embed themselves and their content in researchers' workflows. It's exciting for us to be partnering with such a prestigious and forward-thinking publisher, and we're pleased that they will help us to showcase the innovative capabilities of our pub2web platform."

The agreement accentuates the value inherent in Publishing Technology's broad publishing proposition, which ranges from technologies to support back-office publishing processes through a range of online delivery systems to sales and marketing consultancy. The company's PCG division already works closely with Thomas Telford to provide North American sales representation, and has been able to draw on its detailed understanding of ICE's specific needs to tailor its successful proposal.

**Please visit Publishing Technology (booth #620) during the London Online for more information.**

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**About Publishing Technology plc**  
[www.publishingtechnology.com](http://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 Thomas Telford**  
[www.thomastelford.com](http://www.thomastelford.com)

Thomas Telford is the knowledge business of the Institution of Civil Engineers, and creates specialist products and services for the civil engineering and construction markets. These include journals, books, recruitment and training, as well as best practice, news and networking opportunities around the NEC and Eurocodes. It has been publishing engineering journals since 1836, and its internationally-read publications are available in print and online.