

## Mohr Siebeck: Going Online

**Timeline:** 2004

**Publisher:** Mohr Siebeck

**Employees:** 40

**Subjects:** Economics, Law and Theology

**Status:** Going online for first time

**Location:** Tübingen, Germany

**Products:** 7 journals

**Content languages:** German and English



### Two Key Problems

"We needed solutions to two pressing issues," explains fourth generation owner and Managing Director Dr Georg Siebeck. "Firstly, with more and more libraries demanding online access to our journals, we knew that subscriptions would be threatened if we stayed offline. Secondly, journals with no online offering are awarded lower impact factors. We knew that to attract quality manuscripts in the future we had to be online."

### Defining Requirements

"Going online," decided Dr Siebeck and his team, "was something we clearly had to do – but we had to do it right! We put considerable thought into what we needed from an online hosting partner."

- ▶ The chosen platform must already be an active research destination for researchers and librarians.
- ▶ A high proportion of the librarian target market must already have registered with the platform, therefore facilitating trouble-free activation and management of Mohr Siebeck online access.
- ▶ The chosen service must have proven, efficient search and browse facilities supporting the capability to deliver full-text journal content.
- ▶ The platform must minimise the financial and administrative burden on Mohr Siebeck.

### The Solution

After reviewing the available options, Mohr Siebeck selected IngentaConnect to host, distribute and deliver journal content; administer subscriber access rights and generate and collect pay-per-view (PPV) revenues.

<http://www.ingentaconnect.com/content/mohr/>

“**IngentaConnect lets us concentrate on home turf**”



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Specifically, IngentaConnect met all of Mohr Siebeck's key requirements:

- ▶ With millions of end users and 16 million user sessions a month, IngentaConnect would instantly position Mohr Siebeck at the heart of academic research
- ▶ With 25,000 institutions registered with IngentaConnect, almost all of Mohr Siebeck's target librarian market would be familiar with the location, interface and tools required to access their content
- ▶ A demonstrably simple browse function and an efficient search engine would enable subscribers to find the content they need without difficulty
- ▶ Fair pricing, efficient, stream-lined processes and support would ensure that working with IngentaConnect would not become a drain on resources.

### The Results

From the start, IngentaConnect delivered on its promise:

"The pressure from libraries is off, and our online presence has helped to increase the journals' visibility among scholars," Dr Siebeck explains. "IngentaConnect lets us concentrate on our home turf: attracting the best manuscripts, evaluating them by proper procedures, putting them into the right formats – print and digital – and marketing them. Putting our journals online has quickly become a routine matter for us."

“ The pressure from libraries is off. ”

Mohr Siebeck recognised the added value an online edition presented to subscribers, and raised their subscription prices – with surprising results: "Our subscribers have almost all agreed to the rise in subscription fees connected with this additional service. So our net margin for the journals was not curbed. Rather, it has improved."

“ Net margin has improved ”

Going online with IngentaConnect even brought a pleasant surprise; "We were not expecting significant pay-per-view revenues, and at first there were only a few pay-per-view downloads. We have been surprised, however, by the increase of PPV revenues in this year."

“ We are very happy with the results of our relationship with IngentaConnect. Furthermore, their consultants are common-sense people who know what publishing is about,” says Dr Siebeck. “They’re not the kind of technocrats you often face when it comes to digital services.” ”

**Questions about what going online would do for your journals?**

**Talk to IngentaConnect consultant Ed McLean on +44 788 444 8185 or email [ed.mclean@ingenta.com](mailto:ed.mclean@ingenta.com).**

**Ask about our *byDesign* service and discover more ways to enhance and add value to your content with our *Beyond Print* options.**

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