

Klopotek promotes Publishing Technology's Online Products in Germany and the Benelux

Alliance established to increase availability of online offerings in Germany and the Benelux

Frequently Asked Questions

1. Why have Klopotek and Publishing Technology formed this alliance?

We believe that there is a significant opportunity for Publishing Technology's online offerings (products and services provided by Publishing Technology's "Scholarly Online Division") in Germany and the Benelux, and that by pairing their digital platforms, IngentaConnect, IngentaByDesign and pub2web, with the resources of Klopotek, Publishing Technology will be able to reach a wider consumer base more quickly and cost-effectively than if they were to operate independently. Klopotek is the leading provider of publishing software in Continental Europe and we believe that the publishing industry expects market leaders to provide a full range of technology solutions. Our customers will now be able to receive all mission critical technologies under the umbrella of Klopotek. The digital platforms enable us to address the rapidly-expanding online delivery requirements of our customers without reinventing the wheel. Klopotek's products and services are complemented by IngentaConnect, IngentaByDesign and pub2web, and allow Klopotek to combine our competence, our products and the best available digital publishing tools and services and provide better support to our customers.

2. Both companies are competitors, so how will this alliance work?

The reseller alliance is limited to sales of Scholarly Online's products and services. Although both companies have competitive offerings in the areas of fulfillment and other back-office and front-office applications, Klopotek sees an opportunity in the area of online solutions / digital delivery to partner with Publishing Technology. The alliance provides Publishing Technology with an entry point into the German market and provides Klopotek with the means to fully address the online requirements of their customers and strengthen their application portfolio. We believe that both companies and our clients will benefit from this.

3. Does this mean that Klopotek will host IngentaConnect and pub2web themselves?

No. All new and existing German customers will continue to be hosted by Publishing Technology. We believe that IngentaConnect and pub2web is hosted in an established and professional environment in the UK, in the US and China and that there is no need for a forth physical hosting location. Publishing Technology will guarantee that the online services will be made available to German and BNL customers with the same service levels and the same performance as everywhere else in the world, regardless of where the technical infrastructure is located.

4. Will Klopotek resell any of Publishing Technology's other products?

No. The agreement is limited to the sale of the "Scholarly Online Division's" products and services, namely IngentaConnect, IngentaByDesign , pub2web and ICS.

5. Will Publishing Technology sell any Klopotek products?

No, this alliance is limited as described above.

6. How long is the partnership for?

It is not planned to terminate the partnership, if it proves to be successful.

7. Will a new German version of IngentaConnect or pub2web be created?

IngentaConnect is in English, but the software can publish content in all languages. Customizations of a website (pub2web) can be in any language. The administration tools are in English. We do not think that language customizations are needed, but if after further consultation with publishers, it becomes clear that admin tools in multiple languages are needed, then we are prepared to supply them.

8. If there is a KP and PT joint customer, who do they go to for support?

German publishers with a pre-existing IngentaConnect or pub2web relationship with Publishing Technology will continue to be supported by them, whereas new German clients will be supported by Klopotek. However, all customer service telephone support for German end users will be provided by Klopotek in the German language. If they are unable to resolve an issue, it will be escalated to the Publishing Technology technical support team.

9. Will standard interfaces be available between Publishing Technology's online products and Klopotek's software?

Neither Klopotek modules nor interfaces between Ingenta and Klopotek are a precondition for Ingenta. However, we do plan to make integration interfaces available which would certainly be an extra-benefit for a publisher who uses Klopotek and Ingenta or pub2web together.

10. Will there be any corporate restructuring as part of the agreement?

No. We expect that this alliance will bring additional business to both companies. If anything, additional resource may be required if levels of new business are significant. Other than this there will not be any direct impact on either company.

11. Can you tell me more about IngentaConnect and Pub2Web?

IngentaConnect, the home of scholarly research, maximizes publication discoverability and current awareness while getting content online quickly, easily and affordably. It is a fully-outsourced e-publishing service, hosting over 30,000 publications for a range of different publishers, receiving in excess of 6 million visits each month from a global user base numbering in the millions. IngentaConnect is also integrated with many other scholarly web services and key traffic drivers such as Google. It also provides flexible access and authorization; allowing publishers to control the business models used – subscriptions, pay-per-view, free trials, etc.

pub2web, a comprehensive, content-agnostic, multi-lingual digital publishing platform built on the proven technology of IngentaConnect and designed to address the evolving and diverse online strategies of the 21st century publishing community, enables book and journal publishers to leverage their online investment to its fullest potential by providing them with full control over their brand, content and user relationships along with the flexibility to deliver content at the most granular level.

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