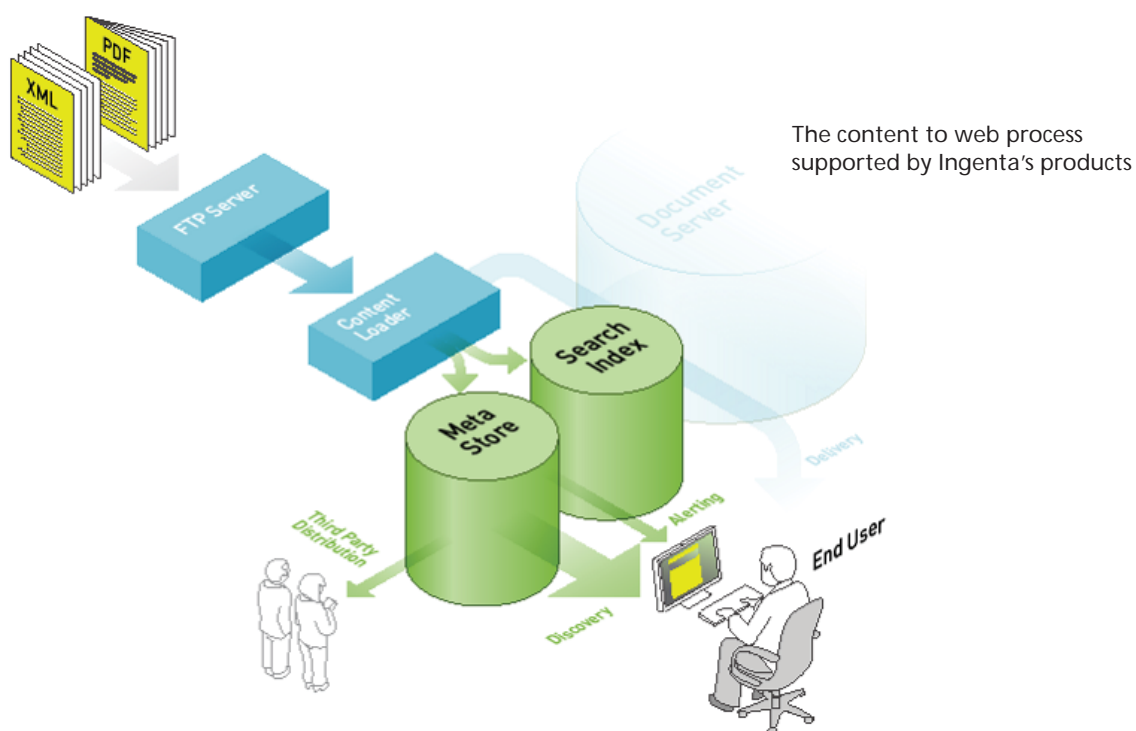


# KLOPOTEK CUSTOMER INFORMATION

## PARTNERS FOR PUBLISHING

### Addressing the Online Delivery Requirements of our Customers

Klopotek and Publishing Technology have formed an alliance to promote the IngentaConnect, IngentaByDesign and pub2web online products in the German-speaking and Benelux markets. Stefan Jacob, Managing Director Klopotek GmbH, Ernst Lopes Cardozo, Managing Director Klopotek BV, and Rob McPherson, Offshore Operations Director Publishing Technology plc, took the time to share and give insight into the whys and hows of this strategic partnership.



**Rob:** As a result of considerable discussion on ways to form a strategic alliance, an LOI has been signed and the industry press has been informed. Why have Klopotek decided to promote Publishing Technology's online products?

**Stefan:** With a market leadership in Germany and the Benelux, Klopotek are a committed partner to publishers worldwide. The industry expects market leaders to provide a full range of technology solutions. The digital platforms Ingenta-Connect, IngentaByDesign and pub2web enable us to address the rapidly-expanding online delivery requirements of our customers without reinventing the wheel. This is why we are very excited about this alliance.

**Rob:** We are very excited as well. Although Publishing Technology already have a significant client base in the UK and parts of continental Europe, we have not yet focused on the German-speaking and Benelux countries. By pairing our digital platforms with the resources of Klopotek, which support over 40% of the German Top 100 publishers, we will be able to reach a wider consumer base more quickly and cost-effectively than on our own. We believe that there is a great opportunity for our online offerings in the German-speaking world and the Benelux countries.

**Stefan:** I absolutely agree. In Germany, as elsewhere, it is becoming increasingly important for publishers to distribute electronic versions of their products. However,

the services required to achieve this, which are currently provided by distributors and the book trade, have proven insufficient for the industry's needs. This is why there is a growing demand for delivery platforms which make content available online. But creating the technical infrastructure to support such platforms, as well as maintaining a seamless service, requires a significant investment, and another issue is that creating individual in-house solutions is associated with high risks. So publishers in Germany, as everywhere else, are interested in forming partnerships to promote, together, a substantial amount of content on a shared platform. Another reason to develop partnerships is that publishers are of course keen to address the global marketplace via the internet,

**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.



<http://www.ingentaconnect.com>

**Ingenta's ByDesign** solution delivers all the functionality of IngentaConnect, but overlaid with a publisher's specific branding and the user experience that visitors to their website will already be familiar with. Not only will you benefit from your content being hosted on IngentaConnect's delivery platform, your branding will be replicated on a series of pages including tables of contents for each issue, abstract page for each article and article purchase pages to establish your own online presence.

**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.

so it is vital for them to be found online on many relevant websites, not just one, which is their home page.

**Ernst:** The same applies to the Benelux market. And the great thing about this alliance is that our customers will benefit considerably from it in every possible way. Brill, a scientific publisher based in Leiden, are already using IngentaConnect. And they have now opted for Klopotek to replace their current IT infrastructure. As both of their software providers have formed an alliance regarding online business, things will become easier for them. We're enabling flexibility, which is key.



<http://www.ingentaconnect.com/content/brill> | Ingenta Connect

**Rob:** Right. It is clearly becoming increasingly important for publishers to market their content through as many sales channels as possible – and as flexibly as possible. Using IngentaConnect, publishers can sell individual articles, and they can choose and control the business models used – pay-per-view or subscription. They can offer subscribers to their printed products free and immediate access to online versions of selected articles before the print version is published. And they can make available on the internet old editions of their magazines, which are no longer on sale. This can create extra revenue. If they want to, they can of course also publish their articles under the open access model.

**Stefan:** Ok, what does a publisher have to do in order to get their content online using IngentaConnect?

**Rob:** The message is basically: Publishers provide us with their content, and we take care of everything.

**Stefan:** How does this work, exactly?

**Rob:** You simply need to provide us with your publications. Whether you have PDFs or PostScript, SGML or XML, or even hard copies which were printed years ago, our proprietary content conversion software will create state-of-the-art electronic files of your content which will be uploaded to IngentaConnect. Publishing Technology offers everything from digitizing, hosting and accounting.

**Stefan:** What if a publisher wants the content they publish to fit in with their corporate design?

**Rob:** Ingenta's *ByDesign* solution delivers all the functionality of IngentaConnect, but overlaid with a publisher's specific branding and the user experience that visitors to their website will already be familiar with.



<http://wef.publisher.ingentaconnect.com/content/wef> | IngentaByDesign

**Ernst:** What about pub2web?

**Rob:** This solution has been designed to address the evolving and diverse online strategies of the 21st century publishing community. It is built on the technology of IngentaConnect and provides publishers with the flexibility to deliver their content at the most granular level. pub2web is a true multi-content platform, which can host journals, books, manuals, conference proceedings and even podcasts. Moreover, it can assist in community building activities. In a nutshell, IngentaConnect is an easy-to-use solution that does all the work for you, IngentaByDesign takes that to the next level and personalises the experience, whereas pub2web is a complex and powerful tool which allows you to retain control of virtually every aspect of your digital delivery.

**Stefan:** If a publisher hands their content over to you, how does it work money-wise?

**Rob:** The costs charged are very reasonable. Speaking about IngentaConnect, a publisher pays an annual basic fee. The amount charged depends on how many journals you would like us to host for you, plus there is an additional fee for converting each journal title to a web-compatible format. To give an example, with six editions a year, a journal can be promoted on IngentaConnect for 3,080 Euros a year. For this you will get the whole service as a hosted solution, all the way through to accounting – so every three months your bank account will be credited for the number of downloads made by internet users. There is a statistics tool that allows you to keep an eye on this. We also offer advertising space next to your journal articles, which you can resell if you don't want to fill it yourself. If you want to promote your content using the look and feel of your own website, we can create a customized version of IngentaConnect, namely IngentaByDesign, for an additional fee of 2,000 Euros a year plus a non-recurring setup fee of 3,250 Euros. Such a customized version has all the features of IngentaConnect. As regards pub2web, this is a powerful stand-alone solution which will be tailored to the individual needs of a publisher, so the costs involved obviously depend on the amount and complexity of features required. – Needless to say, perhaps, but still I'd like to point it out: Whichever of our products you use, we know that security and stability is vital in protecting your content online. One of

the core components of our products is reliable, robust but flexible authentication systems and processes to control access to your content.

**Ernst:** For our customers, safely selling their content through as many channels as possible is only one part of the story. What's also important is to obtain sales information.

**Rob:** Sure enough. One of the benefits of delivering your publications online is the ability to gain insight into reader behavior. This information can be extremely useful for strategic planning purposes. IngentaConnect collects extensive usage data by title and by institution. Using a Flash-based interactive interface, publishers can interrogate data, aggregating it for an overview or breaking it down into layers of detail. You can view usage over selected time frames to draw out trends and patterns and also download information for later analysis. And in case any questions or issues arise, you can always contact your personal client manager.

**Stefan:** Yes you can do that, which means that German-speaking publishers with a pre-existing IngentaConnect or pub2web relationship with Publishing Technology will continue to be supported by your company, whereas new German-speaking clients will be supported by Klopotek.

**Ernst:** However, new customers from the Benelux countries should get in touch with the Publishing Technology technical support team if they need any help.

Case Study Quotes

Koninklijke Brill NV



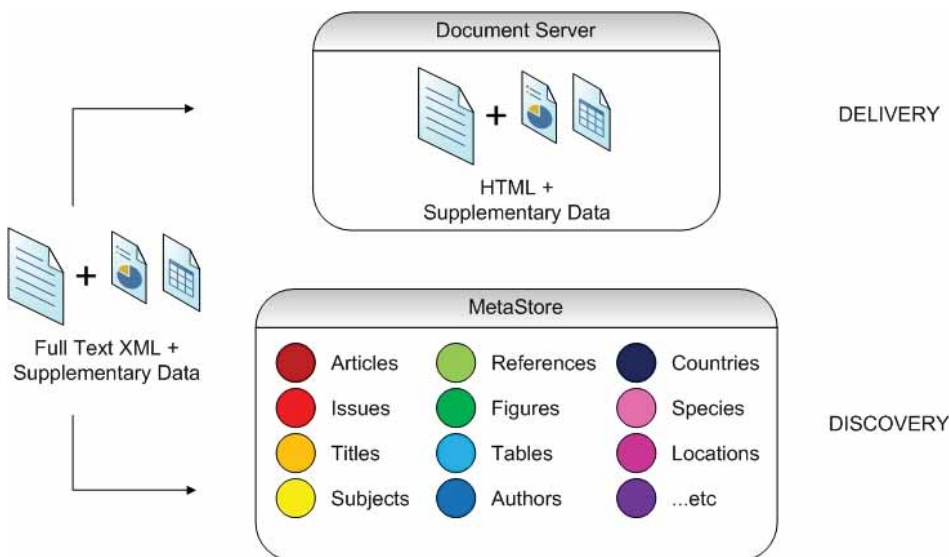
BRILL

Leiden-based Humanities and Social Sciences publisher **Brill** used IngentaConnect when planning and executing their largest backfile project to date. The question was, how does a publisher deliver 60,000 buried journal articles dating back to 1850 to the modern researcher while benefiting from such a grand undertaking? In a move designed to not only benefit the research community but to also remain relevant, improve visibility, maintain quality, attract manuscripts and increase sales, Brill enlisted the help of Publishing Technology. Brill are now gaining exposure to a larger and more diverse audience through IngentaConnect, as users are continuously funneled to their articles through their searches, subsequently increasing Brill's sales and earned royalties. With 90 percent of their backfiles already available, sales have grown 8-10 percent in 2008.

Mohr Siebeck Verlag



After reviewing the available options, Tübingen-based publisher **Mohr Siebeck**, a company that specializes in Economics, Law and Theology, selected IngentaConnect to host, distribute and deliver journal content, administer subscriber access rights and generate and collect pay-per-view revenues. Managing Director Dr Georg Siebeck explains, "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. Going online was something we clearly had to do." Mohr Siebeck recognized 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." Mohr Siebeck have also been surprised by the increase in pay-per-view revenues in 2008.



## Why choose IngentaConnect?

IngentaConnect gives you:

- Control over all aspects of the online process including simple subscription set up
- Flexibility of input and output formats: provide us with a range of electronic print files and we will convert them for interactive PDF and HTML delivery
- Exposure to a ready-made user base: IngentaConnect delivers over 1,000,000 article downloads per month to a user base of over 25,000 registered institutions and millions of end users
- Global visibility through the largest linking and distribution network including Google, driving readership and sales
- Maximized branding within the context of a consistent search interface with the option to bolt on full branding for seamless links from your own site
- Security and stability using open standards technology via Ingenta's sophisticated and secure authentication systems
- Sales generation from individual articles and subscription sales online
- Service for your customers resulting in repeated visits to your content

**Stefan:** To this I'd like to add that although Klopotek are going to provide customer support for German-speaking customers, all customers, new or existing, will be hosted by Publishing Technology. We believe that IngentaConnect, *ByDesign* and *pub2web* are hosted in an established and professional environment in the UK, the US, and China, and that there is no need for a fourth physical hosting location.

**Rob:** Publishing Technology will guarantee that our online services will be made available to German-speaking 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.

**Stefan:** In regard to this I would like to comment that the contracts for new customers in the German-speaking world, where we now have exclusive reselling rights, and in the Benelux, where we have non-exclusive reselling rights, will be established with Klopotek GmbH, so we accept full responsibility for these new customers. In fact, it used to be quite an issue for publishers in Germany to opt for Ingenta, as all legal issues had to be dealt with in the English language, under English law. This is no longer an obstacle.

**Ernst:** Touching on another issue, how do you ensure that content published using IngentaConnect will be found online?

**Rob:** IngentaConnect is integrated with many other scholarly web services and key traffic drivers such as Google. Explaining this in more detail, we offer a suite of reference linking services designed to maximize the online potential of content made available via IngentaConnect. Ingenta also works closely with search engines to ensure that your text is indexed for inclusion in their rankings and results, although access to that text remains fully under your control. In addition, our technology will link a publisher's content to as many relevant resources as possible. These include library services, subscription agents, abstracting and indexing database providers and document delivery suppliers. All in all, we guarantee global visibility through a large linking and distribution network, including Google, driving readership and sales. – A question from our side which I'd like to raise is if Klopotek are planning to create interfaces between Publishing Technology's online products and their software solution?



<http://wef.publisher.ingentaconnect.com/content/wef|IngentaByDesign>

**Stefan:** Since neither Klopotek modules nor interfaces between Publishing Technology's online products and Klopotek's software are a pre-condition for successful operation, there are no immediate plans for this. However, in the long run, we plan to make integration interfaces available if this partnership proves to be successful. Such interfaces would certainly be an extra benefit for publishers using Klopotek and IngentaConnect or *pub2web* together. Ernst has already mentioned Brill. I guess we'll have to see what happens; all I can say at the moment is that I believe that Klopotek's products and services are su-

perbly complemented by IngentaConnect, *IngentaByDesign* and *pub2web*. But, of course, as always, our customers have the last word.

**Rob:** I couldn't agree more, nothing to add to this – only the following: The partnership between Publishing Technology and Klopotek allows us to combine our competence, our products and the best available digital publishing tools and services with an unrivalled ability to support. I'm sure the German-speaking and Benelux markets will react positively to this.

## What do you get for your money?

IngentaConnect gives you value for money; it is an online service that meets your requirements at a price you can afford.

Whether it is shortening time to market or being able to respond quickly to change, maximizing return on investment depends on a combination of both saving costs and increasing revenues. It can be measured in a number of traditional and non-traditional ways:

- Customer satisfaction: By answering your customer demands for online access.
- Using an outsourced provider means no technology investment is required on your part increasing cost savings.
- Predictable fixed costs: There are no hidden costs in working with IngentaConnect and you can predict your level of online investment at the start of your financial year.
- Creation of new revenue streams: Generate new revenue from your content, providing users the ability to subscribe, buy a volume, an issue or an individual article.
- The potential to increase revenues: Offering your articles on a pay-per-view basis via IngentaConnect creates potential new revenues.
- Book collections online solution: Your books available electronically for users to search, access online or immediate download offers increased accessibility.
- Proven technology and service: By choosing IngentaConnect you will be selecting the market leader in the provision of online publisher services.

Please check out for further information

[http://www.klopotek.de/produkte/online\\_loesungen/enindex.htm](http://www.klopotek.de/produkte/online_loesungen/enindex.htm)

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