



Information Commerce Case Study

World Trade Organization

World Tourism Organization chooses Ingenta to provide access and entitlement technology and information commerce expertise for a new Information Portal

Characterized by diverse, and often sensitive, content resources and a distributed and varied customer base, the WTO required a system that would not only recognize access and entitlement rights but would allow them to grow and mold the licensing models and products. They needed an Information Commerce provider who could execute their objectives and could also introduce added value to the partnership through a depth and breadth of knowledge of the entire online publishing process from origination through to marketing and sale.

Key Benefits:

- Providing a single point of access for all of the World Tourism Organization's digital content assets
- Implementing a single access and entitlement layer across a range of membership and subscriber types
- Multiple subscription levels with incremental content offerings
- Flexible and comprehensive solutions with ongoing support and development

The Business Imperative

The publishing division of the World Tourism Organization (WTO), the specialized agency of the United Nations in the field of tourism and dedicated to promoting the development of responsible, sustainable and universally accessible tourism is responsible for the publication of more than 300 key books, reports, statistics and over 1,500 working documents. As the WTO's discussions with Ingenta evolved in 2003, these titles were available for purchase online via the organization's online bookstore, *InfoShop*. However, no facility was in place for electronic delivery.

In a competitive and evolving market, Dr Dirk Glaesser, Chief Publications Section at the WTO, recognized that in order to compete with the growing number of tourism titles being published, and to better satisfy the demand of the WTO's 143 country and over 300 affiliate members, the organization would better serve its mandate by providing web-based access to its content. The online presence would need to serve multiple purposes, on the one hand helping them to maximize revenues from new and existing customer accounts, and on the other, providing fresh and innovative services to maintain and grow the value added to membership and affiliate relationships. Recognizing early on that they would be unable to build the site themselves, Glaesser began to source a vendor, one that would be able to provide them with an all-inclusive, flexible, and cost-effective solution.



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The Challenge: How to provide different levels of access across diverse membership levels?

Before approaching Ingenta, Glaesser and his team worked out exactly what they wanted their website to achieve. Given the different audiences for the, at times sensitive, material, it was important to be able to reflect the sales and marketing segmentation in the service to be provided - which put a significant onus on security of content and recognizing the specific entitlements of customers.

Glaesser recognized that it wasn't going to be a case of providing a point-of-access and waiting for members to come to the new site, but rather the onus was on the WTO to create different "faces" for their service, to disseminate their content to their members in a way that would meet their requirements and user-habits, whether that be via the WTO website, a preferred search engine, libraryOPAC or subscription agent.

With two "official" membership types, four different subscriber types, each with a different level of service, plus additional target markets in the form of libraries and individuals, Glaesser's vision was to develop an online license model that would give the WTO the ability to set up a range of different subscription levels to match the needs and demands of each of its members, already known to have very different methods of buying, receiving, and even finding the data they required. His objective - four license models:

Model One - providing WTO member states 50 licenses per country entitling them to access to all titles for free.

Model Two - providing a selection of customers with a premium service, giving access to advanced information and grey literature for an annual fee.

Model Three - providing access to all publications based on an annual subscription fee.

Model Four - providing access to individual publications that could be purchased via pay-per-view via the WTO e-library or the WTO print publication bookstore, *InfoShop* (<http://www.world-tourism.org/cgi-bin/infoshop.storefront>).

Approaching a number of vendors, WTO chose Ingenta based on its proven Information Commerce platform, end-to-end online publishing expertise and ability for full service provision, and a flexible approach to the project management phases of the project.

The Business Solution

Ingenta has successfully built and launched more than 100 websites for a range of publishers, including *The World Bank* and *OECD*, and with a comprehensive and flexible Information Commerce Solution (ICS) were well placed to help the WTO meet their overall objectives - to grow the level of service to members and develop a strategy for long-term subscriber income. Working closely with the current WTO print sales infrastructure, *InfoShop*, Ingenta combined an information architecture process, helping to define requirements, with the Information Commerce Solution, providing the access and content platforms required for repackaging and delivering content, to ensure that the WTO's exact subscription models were matched:

Access and entitlement

In order to recognize four different user types by default and to provide the WTO with the ability to define and control access rights for each user group, Ingenta utilized a powerful access control system that provided flexibility and security for the Organization's content:



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- **Title Scope** - WTO can define the access rights applicable for each user group and the titles they can access within the site.
- **Artificial Time Gap** - WTO are able to designate a sub-set of content allowing them to control when content becomes available to particular members.
- **Access Limit** - WTO can define the number of login profiles that each member state is given.
- **Free, subscription dependent, or pay-per-view content**, defined by user profile.

All of the above are managed by the WTO who are able to amend and adjust as user requirements and product offerings evolve over time. In addition, the WTO has the ability to set up **free trials**, a highly effective marketing tool that allows them to make specific content available for a set time period and, at the same time, giving them the opportunity to better understand their members through the gathering of marketing information.

Flexible Content Bundling

Using Ingenta's ICS solution, the WTO can now offer an unlimited choice of content packages to members in accordance with the business models they have set out, giving them the ability to provide members with the information they require, execute targeted marketing campaigns to non-members, and to increase sales and revenues. This sales and marketing flexibility has extended to the content itself. Published by the WTO, the *Tourism Factbook*, incorporating statistics for every country of the world, is an example of how repackaging and selling content in different ways can help increase usage and revenues.

Tourism Factbook: the WTO acknowledged that members were most likely to be interested in publications, reports and statistics that belonged to their specific country or region. However, how to dissect and disseminate the content in this manner? While the more traditional digital rights management solutions would make possible the sale of individual chapters, ICS allows content to be broken down further, providing members with only the content most relevant to them while at the same time, providing non-members with must-have content available for purchase on a pay-per-view basis.

Driving Traffic

Making content available online in a flexible manner, WTO had the opportunity to drive new traffic by introducing online features and functionality, for example:

- **Fully cross-searchable database** that provides a fully comprehensive range of search and browse options that allows members to quickly and easily find the content they are looking for.
- **Table of Contents E-alerting Services** that allows members to be alerted when new documents are added to the site, helping to increase awareness, usage, and possibly pay-per-view sales.
- **Ability to tailor text on the homepage according to subscriber-type** allows the WTO to drive traffic from new and existing users in a targeted way - for example, for members, text may include links to the latest publications only while for unknown users, text may be more generic.



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Ongoing Development

Work on the WTO site continues, both to ensure that the clients' expectations are fully realized and to address new developments that may be required in order to provide a comprehensive and innovative site for the future.

- At launch, monies paid to the site were requested in US\$, the default used by Ingenta. Shortly after, at their request, the World Tourism Organization was able to use Euros as default payment.
- At launch, American Express was not accepted on the site. At the request of the WTO this has now been added as a payment option.
- Ingenta is currently working with the WTO to provide short and long-term solutions into Google indexing WTO data.

The WTOelibrary was launched in January 2004, delivered on time and within budget.

About the World Tourism Organization

The World Tourism Organization is the leading international organization in the field of travel and tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how and statistics.

Its membership includes 139 countries, seven territories and more than 300 Affiliate Members representing regional and local promotion boards, tourism trade associations, educational institutions and private sector companies, including airlines, hotel groups and tour operators.

With its headquarters in Madrid and an international staff of 90 tourism specialists, WTO is an intergovernmental organization vested by the United Nations with a central and decisive role in promoting the development of responsible, sustainable and universally accessible tourism.

Through tourism, WTO aims to stimulate economic growth and job creation, provide incentives for protecting the environment and cultural heritage, and promote peace and respect for human rights.

About Ingenta

Ingenta plc (www.ingenta.com) helps publishers to leverage their content assets and create new services and revenue streams online. Since 1998, we have worked with over 280 publishers and have launched over 100 publisher websites from the UK and USA.

Our Information Commerce platform, related technologies, consulting and hosted service provision help our customers to enhance their content and deliver it online with the most effective access and entitlement rights and in the most compelling way in order to achieve their strategic online goals and revenue targets. Ingenta plc is listed on the AIM market of the London Stock Exchange.

Access the WTOelibrary at:

<http://www.world-tourism.org>

To learn more about the World Tourism Organization, visit: www.wtoelibrary.org

To find out more about creating a custom-built website, please contact a member of the sales team on +1 401 331 2014 or email ussales@ingenta.com