



## Information Commerce

*Maximizing your return on investment*

**Whether it's shortening time to market or being able to respond quickly to change, maximizing ROI depends on a combination of both saving costs and increasing revenues. Much more easily said than done.**

In our experience, there's no information commerce model out there that can't be improved, starting with our own. We currently spend over £2.5 million a year improving the systems behind our own sector-leading online publishing website. The experiences from that part of Ingenta's business are passed directly onto our Information Commerce customers.

The result is an Information Commerce platform that's as easy to use as it is technologically advanced. Non-technical people can make sophisticated changes to online business models without recourse to specialist IT support, shortening the development cycle and reducing costs. And, because you know in advance the price of the software or hosting solution, you can predict costs. This removes the gamble of embarking on an open-ended development program with a consultancy or opting for in-house development of a platform that will have to be constantly redeveloped in response to unforeseen business requirements or scalability issues.

For publishers with a broad website portfolio, Ingenta's Information Commerce platform can also facilitate single sign-on across multiple web

sites, greatly increasing the opportunities for cross-sell and up-sell to your customers.

Moreover, with Ingenta's fulfilment module, you can combine online and offline promotions to streamline your processes, optimize your brand profile, and maximize your yield from different customer niches.

In addition to providing Information Commerce technology, we have vast experience in areas such as web-enabling content and extracting meta-data from multiple content formats. So we not only enable you to be creative and effective in your promotion of compelling content bundles and products, we can also help you to maximize your yield from available, saleable content assets.

The detailed statistics and reporting provided by Ingenta's Information Commerce platform facilitate a comprehensive understanding of your customers' behavior enabling the best-informed product and business model decisions. You not only increase the number of opportunities for your customers to purchase, you also increase the probability that your customers will purchase.

Once your customers have purchased, Ingenta's Information Commerce platform enables you to automate many aspects of the customer relationship. For example, at some stage, an individual customer's credit card will expire; you will want to either prompt the customer to



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input their new credit card details as soon as they have them, or you will want to facilitate an alternative method of payment such that barriers to additional purchases or the renewal of an existing subscription are minimized.

Corporate customers present different challenges. Here, a pre-paid corporate subscription opens up the possibility of license abuse through the sharing of usernames and passwords. Ingenta's Information Commerce platform allows you to measure IP address-specific concurrency so that whenever the licensed user number is exceeded, you have compelling evidence as to why a corporate customer should upgrade their subscription, thereby further increasing your revenues.

Also, consider a customer purchasing a product that is composed of an online digital asset together with an offline tangible good or service, for example attendance at a conference. This promotion could be very attractive. Indeed so much so that there is no longer any availability of the offline product, or the service is already fully subscribed. In such a scenario, you would want to be able to decouple the online and offline components in order to give the customer the opportunity to still make a purchase.

By automatically dealing with these types of customer relationship scenarios, Ingenta enables you to significantly lower your customer service costs.

As you can see, Ingenta's Information Commerce platform ensures lower costs and increased revenues every step of the way, from integration with your existing systems, through the overall flexibility and ease of use of the system through to how your customers engage and communicate with your online site.

You really can generate measurable returns on your information assets. And, because it's the same system we use to run our own online publishing business, you'll find it delivers

**To find out more about our market analysis and research services, contact a member of the Ingenta sales team**

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