

# ingenta

[ingenta.com](http://ingenta.com)

Package:  
**CMS**

Content hosting and intelligence  
to empower your digital delivery



ingenta

# Technology is just the beginning

Your audience's needs are evolving, and expectations are high. Even the most cutting-edge publishing platform is only as good as the insights that have shaped its features. Are you getting sufficient strategic, as well as technical support?

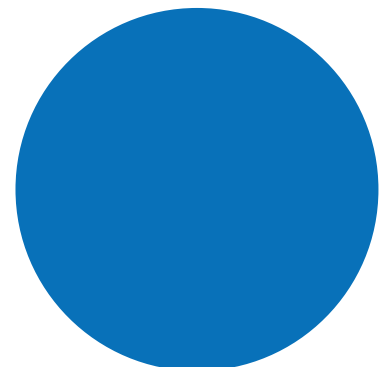
There is a platform that offers the whole package.

**Ingenta CMS** helps you learn more about your users and explore innovative ways to support them – whether through responsive web and mobile design, sophisticated ecommerce or the integration of your many content types. You get the agility of a modular approach with the flexibility of a custom solution. It brings together all the different aspects of your publishing business and helps you build a cohesive vision for your future.

**CMS is the platform that enables your strategy – and then enhances it**

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Branding  
Discovery & semantic enrichment  
Authentication  
Mobile  
Ecommerce  
End-user services  
Community features  
Publisher admin tools  
Dissemination & linking  
Digital preservation  
Compliance  
SEO  
Advertising



# Focused on your publishing targets



## Consultation, collaboration and insight

"We worked closely with Ingenta to implement a digital strategy which drives discovery and usage, allows us to quickly and easily capitalise on the latest business models for online delivery, and gain important workflow efficiencies through close integration with our key back office systems."

**Sam Bruinsma,**  
Director of Business  
Development,  
BRILL



## A format-neutral content platform

"The new site is feature-rich and user-friendly, bringing together multiple types of content in a single aggregated platform."

**Daniel Smith,**  
Head of Academic  
Publishing,  
The IET



## Flexible, user-oriented technology

"We welcome the advanced options to personalise every aspect of the site for both new and existing customers."

**Yannick Dehée,**  
President, Numérique  
Premium



# CMS Highlights

Flexible business models  
Integration with print

E-commerce

Analytics and statistics

Standards compliance  
Business development  
guidance

Mobile-friendly  
Multilingual

Custom Interfaces

Responsive web design  
Metadata distribution  
& export

Workflow Integration

Advanced Delivery

Semantic, faceted and  
federated searching,  
SEO and social  
media integration

Content Upload

Multiple content types  
Semantic enrichment

Authentication

Across mobile  
and desktop  
Federated  
access control

Publishers

Researchers

Societies

Institutions

Aggregators

Authors

“I want state-of-the-art technology that helps us keep pace, but lets us keep control too.”

PUBLISHING DIRECTOR

“I want it to draw our readers in, helping them find interesting and useful content in intelligent ways. When a hot debate kicks off, I want to be able to quickly point readers to our articles, and add commentary. I want us to be able to try out new ways of doing things and see how well they work for our specific audiences, so that we’re always contributing to the development of the discipline.”



## Our platform, your strategy

We fit our expertise around your content and strategy, separating myth from reality to help you choose the right technologies to grow your business. Our agile development methodology gives you visibility throughout, while CMS's comprehensive toolkit gives you unrivalled control of your data, your website and your user relationships. Our customer strategists provide you with regular updates, training and insights to help you make the most of your investment.

## Enriching your users' experience

Attracting users is key to a number of success criteria, from usage and ad impressions to the much-vaunted “stickiness”. So, with our sales and marketing division, PCG, we take the time to get to know your users, with focus groups and usability testing driving our evidence-led development. CMS spans the wealth of discovery channels and techniques – from semantic enrichment and search CMS to faceted or federated search – to ensure you reach and retain a wide audience.

## Benefits

- Consultative approach
- Collaborative development
- Future-proof responsive design, including mobile
- Evidence-led development
- Self-serve toolkit
  - Content management
  - Website editing
  - License administration
  - User management
- Comprehensive discovery options
  - Semantic
  - Faceted
  - Federated
- Hosting Services
- Security
  - Disaster recovery
  - Business continuity testing services
  - Website attack monitoring and prevention
- Customer Services

“I want to spend my time on strategic opportunities, not operational challenges.”



SALES & MARKETING DIRECTOR

“Our content and capabilities have grown organically, so our customer data is fragmented across many separate datasets. That means barriers to user journeys, and to our understanding of our opportunities. My vision is to join up our customer touchpoints, so that we can focus on building cohesive, profitable relationships and increasing usage. That said, one size doesn't fit all – we also need to be able to segment our growth strategies and expose our content effectively to different kinds of customer at different phases of their 'lifecycle.'”

## Creating new ecommerce opportunities

CMS's state-of-the-art ecommerce and granular product management offer you the flexibility and the control you need to monetise your assets. As well as accommodating your existing business models – such as subscriptions (including integration with print), membership and pay-per-view, it can help you explore new ones, from advertising to patron-driven acquisition. As ever, the system's technical capabilities are combined with sales support and guidance to help you analyse and profile your customers, identify new product and revenue opportunities, and broaden your reach into new and existing markets.

## Maximising your relationships

CMS's integration with marketing communications and social media tools helps you keep in touch with customers across multiple channels, increasing the impact of your overall relationship strategy. From alerting users about new articles to creating an online community around your content, we can help make the complex simple, and enable you to focus on the strategic potential – not the day-to-day requirements – of your customer relationships.

## Benefits

- Business Intelligence
- Business development guidance and research
- Statistical data and supporting expertise
- Flexible content / productisation
- Flexible business models
  - Discounts
  - Coupon codes
  - Tokens
  - Books by chapter
  - Bundles
  - Collections
- Membership integration
- Relationship management



“I want to know that I am focusing my budget on the right content.”

PUBLISHING DIRECTOR

“I need statistics so I can easily review usage, and the ability to explore new purchasing models such as patron-driven acquisition. It helps to have more content in one place – maximising its visibility to our users and minimising the effort involved in administration. We need all this to be readily integrated with our library management systems and the discovery channels through which patrons reach our content. I also want to feel part of a collaboration, with partners that understand my challenges and will be responsive to my concerns.”



## Blending control and support

We are the longest-serving provider of content delivery services for the scholarly communications sector. We have always recognised the critical role of the librarian, and provided the first self-service tools to help them control access rights, branding, statistics and more. Our administrative interfaces have evolved along with the sector's needs to provide an intuitive, smooth experience – but when help is required, our global customer support team will quickly answer queries and help fix problems.

## Standards compliance, industry integration

CMS metadata can be exported in multiple formats to multiple partners, including subscription agents, abstracting & indexing databases, citation managers, and services for reference linking, archiving or developing country access.

## Benefits

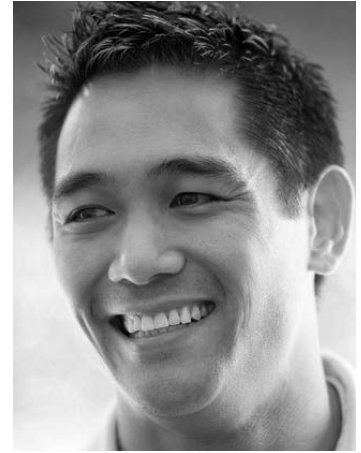
- Flexible licensing
  - Trials
  - Pay-per-view, patron-driven acquisition, interlibrary loan
  - OA / access embargoes
  - Perpetual access
  - Gracing
  - Consortia
- Compliance with key industry standards / partners, including:
  - CrossRef, OpenURL
  - Library discovery services
  - COUNTER
  - Athens, Shibboleth
  - Portico, LOCKSS, CLOCKSS
  - MARC
  - PubMed, Google, CCC RightsLink
- Authentication
  - Custom views
  - Branding
  - Personalisation
  - Mobile
- Perpetual customer service
  - Training
  - Performance management: proven scalability and uptime



“I want quick and easy ways to find, record and share answers and insights.”

RESEARCHER

“I don’t want to be faced with complex websites that keep changing. I just want to be able to keep track of the literature that interests me – to read it, bookmark it, download it, point my team to it – without obstruction, particularly if it’s a journal that I personally subscribe to or have access to as part of one of my society memberships. When I have something”



## Fitting around researchers’ workflows

We work to understand your users and ensure CMS is optimised for their preferences. We help you interpret and apply analytics, and undertake research to explore behaviors and expectations. Our solution puts context around your content, from educational materials, job ads and policy updates, to social media and multimedia. Your readers can customise the site around their needs, while semantic enrichment helps you make personalised recommendations based on their previous activity.

## Perpetual improvement

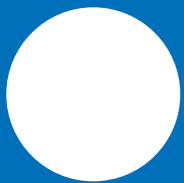
Incremental development keeps CMS up to date with key innovations without disrupting familiar interfaces – ensuring you maintain high levels of usage and satisfaction. Prototypes of new functionality can be made available to you and your users – via usability testing and focus groups – to ensure they are fine-tuned before wider release, at which point we train both you and them to get the best from your digital delivery.

## Benefits

- Workflow integration
  - Citation managers
  - Social media
  - Reading lists
  - Kudos
  - Figshare
  - Altmetric
- Multiple business models / access options
  - Integration with membership and print purchasing
  - Metro pass, tokens, rental and discounts
  - Author offprints
  - Self-serve bundles
  - Print on demand
- Advanced discovery options
  - Faceted search and browse
  - Semantic enrichment
  - Related content
  - Content recommendations via TrendMD
  - Search Engine Optimisation
  - Image search
  - Federated search of external content
- Personalisation
  - Email and RSS alerting, including saved / keyword search
  - Comments and annotation
  - Multilingual interfaces



# CMS



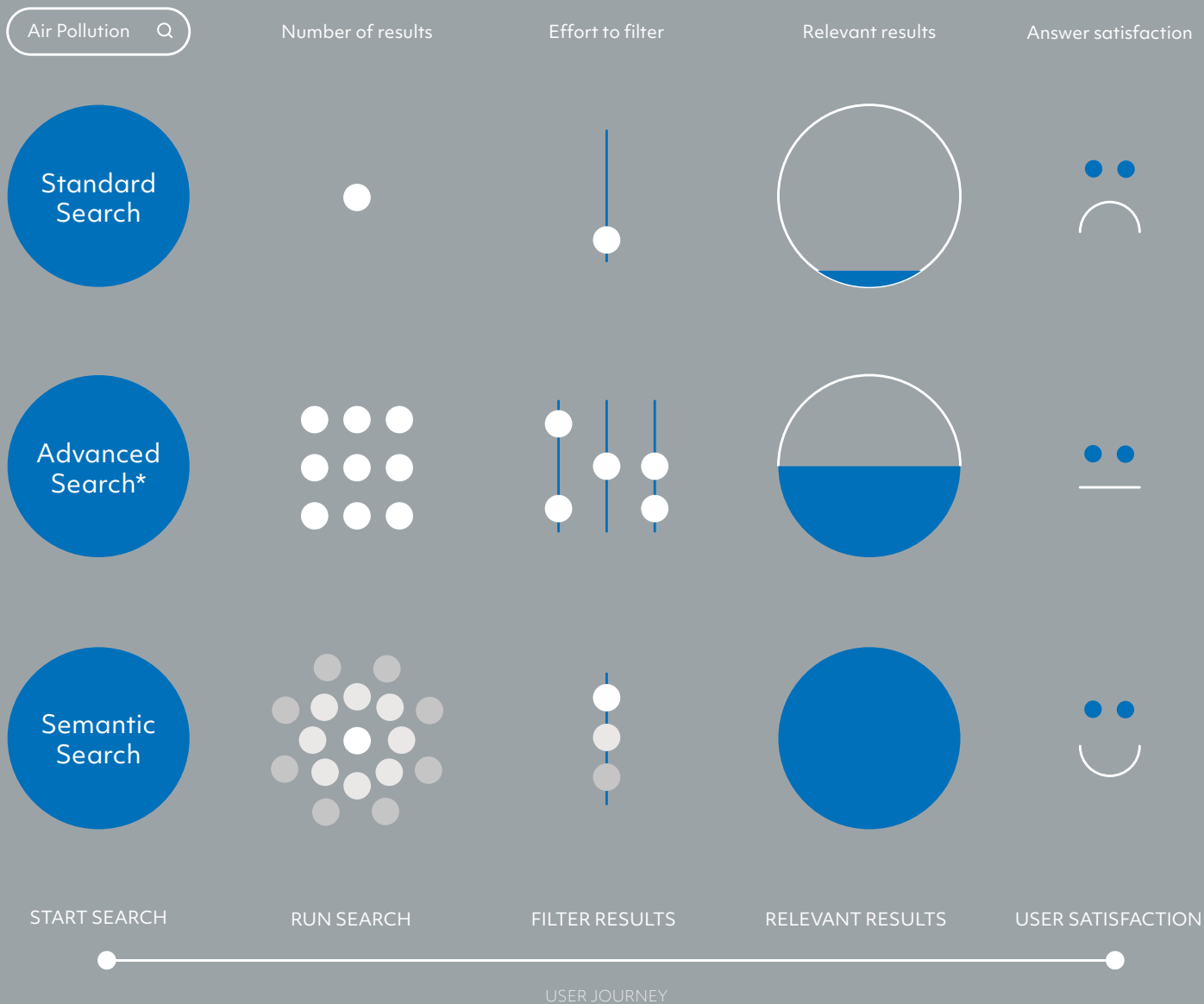
CONTENT DELIVERY  
ECOMMERCE  
DISCOVERY  
ANALYSIS

Choosing the right hosting platform isn't only a technology decision. It's a competitive decision. You need to know that your core content delivery needs are being met, so that you can be free to explore new directions – for your business model, your relationships and your workflows. You need someone on your side who understands your opportunities and strengthens your ability to pursue them: a trusted partner.

Choose Ingenta.  
Choose to compete.

- Collaborative development
- Responsive design
- Usability testing and evidence-led development
- Multiple content types
- Flexible productisation and business models
- Membership integration
- Relationship management
- Advanced discovery options
- Business development guidance and research
- Ecommerce and sales support
- Branding and personalisation
- Access and authentication
- Integration with and export to workflow tools
- Statistical data and supporting expertise
- Performance management

# Increasing content usage through semantic enrichment: CMS Metastore



**Key terms and concepts are cross-referenced with specialist taxonomies.** For users, this means that a search for one term with similar meanings - for example, a search for "air pollution" will also return articles containing references to "environmental contamination"

**Your data is structured and stored in granular units, with the relationship between each unit defined.** (for example, "Unit X" is a term mentioned in "Unit Y", "Unit Y" is an article by "Unit Z" and so on). This means that results relating to any "Unit" can be grouped into sensible categories rather than a large list

\*"Impact OR effecr" "air Pollution OR environmental contamination" "automobile regulation OR Vechicle emissions law" conuntry:USA Date:2011

## The semantic difference

Whether users search or browse, you can set your content in a richer context by using semantic text mining to surface related content in meaningful ways. They don't need to be experts in information discovery to follow research paths, and you benefit from additional traffic.

Ingenta is the world-leading provider of content solutions that transform business. We cover the publishing process from end to end with our suite of commercial products, content and advertising solutions plus client support and professional services packages. Combining our unmatched publishing knowledge, global operations and customer support with our extensive technology products and service offerings, we offer the industry's only full spectrum of solutions to help publishers manage and monetise their content effectively.

Listed on the AIM market of the London Stock Exchange, the company operates jointly from Europe (Oxford) and North America (Boston and New Jersey), with local offices in Brazil, India and China. Assisting over 450 trade and scholarly publishers for nearly 40 years, Ingenta solves the fundamental issues content providers face.

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# ingenta

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