Content solutions that transform business

Content Systems
Audience Development
Content Delivery
Move your content forward

The future for publishers is uncertain. Success depends on your ability to react swiftly to a diverse array of challenges with systems that are agile and scalable—capable of handling today’s challenges, and tomorrow’s. Yet you need to concentrate on publishing, not on keeping pace with emerging technologies and specialized expertise. For many publishers, Publishing Technology is the solution.

More than 80% of the world’s leading publishers turn to Publishing Technology to advance their content strategies.

As your single, trusted partner, we have the solutions you need for all your technology and business development requirements. We can assist you every step of the way, from editorial acquisition through to your end-user with our premier digital hosting platforms, sales and marketing consulting, and enterprise systems.

- **CONTENT SYSTEMS**
  - Royalties
  - Permissions
  - Editorial & Production
  - Online Sales & Marketing
  - Digital & Print Distribution

- **AUDIENCE DEVELOPMENT**
  - Global Sales Representation
  - Telemarketing
  - Market Research
  - Customer Service
  - Strategic Consulting

- **CONTENT DELIVERY**
  - Online Platforms
  - Semantic Enrichment
  - Mobile
  - Ecommerce
  - Access Entitlement
Publishing Technology

• Brodest range of industry software and services, from trade to scholarly, print to digital
• Unmatched industry knowledge, from the combined forces of VISTA (since 1977), Ingenta (1998) and PCG (1990)
• Proven global solutions with 8 worldwide offices and the world’s largest publisher system to date
• The best solutions supporting content of all types, new opportunities for monetization and accelerated growth
Publishing Technology provides a range of applications designed to move your content forward in the digital era, combining the best solutions for both print and digital products. Our revolutionary advance system supports royalties, permissions, editorial, production, online sales and marketing, digital and print distribution.

Applying decades of industry expertise with new technology, advance is a strategic investment providing a flexible, modular solution that is product agnostic, cost-effective and can be implemented on a global scale. With advance, publishers can integrate entire processes, maximize all revenue streams, and transform from print to digital business models.

The advance solution enables publishers to exploit:

All channels: both legacy book trade and emerging direct-to-consumer supply chains
All paths to discovery: best-in-class metadata management, visibility and social commerce
All revenue streams: collect micro-revenues many times over
All business models: supporting fragments, bundles, rentals, pay-per-view, subscriptions and samples
All content: a truly agnostic enterprise system, not a bolt-on to print-based software

advance > Monetize your content

The modular software of advance can be configured to integrate with an existing technology environment. Modules can be purchased separately, in any combination or as a complete enterprise system.

Product Manager

Retain essential control and consistency of data by improving visibility, opening lines of communication and streamlining the end-to-end lifecycle management of all types of content. Manage assets along with editorial, production and marketing workflows with data transparency, unrivaled metadata management and a single version of the truth.
Relationship Manager

Track each and every touch point at both the individual and organizational level with the complete CRM solution underpinning the advance framework. Support sales force automation, case management and marketing alongside a 360 degree view of your relationships.

Contracts, Rights and Royalties

Confidently fulfill contractual obligations, decrease operating expenses and boost revenue potential with individual applications or a complete intellectual property system. Leverage rights, royalties and permissions compliance with accurate cash flow forecasting, multicurrency calculations and tracking across various products and content types.

Order to Cash

Package, market, sell and deliver content in the formats that customers demand, where and when they find it. Integrate the delivery of diverse product types and billing methods via multiple channels, including e-books, online subscriptions, social commerce, digital access, downloads and service billing, while providing full support for print and physical products.

VISTA

The VISTA solutions have been powering the fulfillment requirements of many large and smaller publishers for three decades. Even as Publishing Technology has been investing in the digital future, the business base of VISTA and its sister product, author2reader continues to grow and the systems remain a mainstay in our product and service portfolio.

We are very proud to continue a long term strategy of support and product progression for VISTA and author2reader, platforms that support major publishers such as Elsevier, Random House UK, Sage and Cengage.

ICS: Boost your business model

Information Commerce Software (ICS) is a single solution that manages business models, access entitlement and cross-selling of products on multiple platforms. It can maximize your existing content by creating new revenue streams at the touch of a button.

ICS allows you to squeeze profits from your intellectual property by empowering your sales and marketing teams to pinpoint the needs of your digital customer, create content bundles to sell on the fly, and integrate online models with back office legacy infrastructure.
Our internationally recognized sales and marketing consulting arm, **PCG (Publishers Communication Group)**, provides a range of services designed to support and drive your sales strategy. With local staff in the US and Europe, as well as in growth markets such as India, China and Latin America, PCG combines a breadth of over 20 years of sales, marketing and research experience with a depth of knowledge in scholarly publishing and the global library community. Take advantage of PCG’s connections, credibility and service to increase your sales, market your publications and connect with potential subscribers.

**Deploy a global sales force:** benefit from a world-class operation without the investment it would take to build one on your own

**Motivate your target audience:** reach out to end-users and decision makers with campaigns matched to local needs

**Identify long-term opportunities:** assess and implement new strategies through surveys, focus groups and custom reports

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**Sales**
- Local representation
- Multilingual outreach
- Lead generation
- Customer service

**Marketing**
- Promotional campaigns
- Collateral materials
- Conference exhibits
- Library relations

**Research**
- Gap analysis
- Focus groups
- Surveys
- Strategic consulting

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**HERON**

Publishing Technology continues to serve the academic sector through HERON, a one-stop shop for copyright clearance, digitization and delivery of book extracts and journal articles. HERON enables over 50 UK academic institutions to provide remote access to key learning materials for their students. It has developed a resource bank of over 2.5 million digitized extracts for rapid re-use (subject to copyright permissions).

HERON also aids subscribers in negotiations with rights holders and offers a proprietary desktop management tool, PackTracker, which creates, tracks and manages the use of course packs.
Publishing Technology offers a suite of electronic publishing services to support your evolving digital strategies. Our hosting services deliver a total of over 70 million page views per year. Whether through our fully outsourced ingentaconnect scholarly portal or a custom, semantically enriched, multi-format pub2web platform, we enable publishers of any size, discipline or technical proficiency to convert, store, deliver and monetize digital content.

**pub2web > Fulfill your potential**

Publishing Technology’s pub2web platform is a custom hosting solution that supports and delivers all the information you publish. The result of a multi-million dollar research and development program, pub2web has been built from the ground up using a powerful combination of industry standard architecture and semantic web technologies to showcase and connect all of your content, regardless of format or type. It provides you with online publishing essentials combined with an innovative approach to product development. Like AIP, ASM, ICE, the IET, Brill, OECD and other publishers, with pub2web you can maximize the visibility, usage and value of your content while optimizing your content licensing around flexible ecommerce and access controls.

**ingentaconnect > Extend your influence**

Over 250 publishers host their content on ingentaconnect, the home of scholarly research. Academics and students access over 11,000 publications and conduct nearly one million downloads per month in over 25,000 registered institutions around the world. Our fully outsourced e-publishing package is a proven channel to get your content online quickly, easily and affordably. On ingentaconnect, you have a broad spectrum of cost-effective services to choose from, whether you are taking your content online for the first time, looking to increase your revenues through online activity or thinking of creating a custom-branded website.
Publishing Technology (LSE: PTO) is the world-leading provider of content solutions that transform business. We cover the publishing process from end to end, with content systems, audience development and content delivery software and services. 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, China and Australia. Assisting 400 trade and scholarly publishers for over 35 years, Publishing Technology solves the fundamental issues content providers face.

Serving the industry since 1977

AMACOM
American Association for Cancer Research
American Institute of Aeronautics and Astronautics
American Institute of Physics
American Physiological Society
American Society for Microbiology
ASCD
BioOne
Bloomsbury
Brill
BMJ Group
Cambridge University Press
Cengage Learning
Chronicle Books
CNPIEC
Egmont Kids Media
Elsevier
Entomological Society of America
FW Media
Hachette
HarperCollins
Human Kinetics
Institute of Physics
Institution of Civil Engineers
Institution of Engineering and Technology
Intelect
International Monetary Fund
LexisNexis
Macmillan
McGraw Hill
National Fire Protection Association
Nature
NRC Research Press
Numérique Premium
OECD
Oxford University Press
Pearson
Random House
Rosen Publishing
Royal College of Physicians
Royal Society Publishing
SAGE
Sdu Uitgevers
Springer
Sterling
SunMedia
Thieme
United Nations
Wiley-Blackwell
Wolters Kluwer