

Covid Response Package



Unlocking your tomorrow today!



November 2020

How can Ingenta support you?

- Support for complex delivery
- Support for mid to small companies
- Maximize what you own
- Outsource service options
- Support contact information



Discoverability

Your Edify website is fully SEO optimized out of the box.

Our product development team ensures that the Edify platform and your site meet the evolving Google standards and recommendations for fully optimized discovery.

Need to add text about related content and search

All your content, one platform

Break down the silos in your content with Edify’s content-agnostic capabilities.

Edify helps you bring all your content online with excellent discoverability and a wide range of business models.

Choose from Edify’s set of design templates or create your own design.

Standards

You will never have to worry about keeping up with new industry standards or changes to existing ones. Edify’s product development team keeps track of emerging and evolving standards and ensures your site is up to date.

Business models

Take advantage of Edify’s suite of numerous existing and evolving business models.

Experiment with and evaluate new revenue streams rapidly through Edify’s inbuilt flexibility and extensibility.

Standards

Devise new innovative business models with the granular data representation and rich interlinking capabilities in Edify.

Integrations

Choose from Edify’s rich and ever-increasing set of third party integrations such as Altmetric, Hypothes.is, TrendMD, Figshare, Dimensions and many more.

Make your content work harder

Devise new innovative business models with the granular data representation and rich interlinking capabilities in Edify.

Improve the discoverability of your content through powerful content discovery, related content and search mechanisms.

Integrate relevant data from trusted third party sources to create a richer user experience.

Your site under your control

Powerful and intuitive suite of self-service administration tools to help you fully manage your site, content, products and business models

Consultancy & support (TODO)

- 1. Account managers
- 2. Product development team
- 3. Product roadmap
- 4. Client suggestions for product roadmap

Be Seen, Be Read, Be Found

Our powerful semantic web technologies allow you to leverage your content value and carry out your vision today.

Ways we can support you today:

Upload, organize, and publish a diverse range of traditional and digital content types—from journals and books to conference proceedings, videos, and podcasts.

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Edify





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Edify is a Content Publishing Platform that empowers you to unlock the full potential of your content.

Create a distinctive, branded online presence for all your content, journals, books, conference proceedings, multimedia, datasets and much more in a single platform with Edify.

With its powerful, scalable and extensible platform and dynamic forward-thinking roadmap, Edify is the perfect partner to help you achieve your vision for your content.

Ingenta Connect: The world's largest resource for scholarly publications

The complete solution for digital content publication, discovery and sales.

Ingenta Connect is an end-to-end, affordable, and fast digital publishing solution for small scholarly publishers seeking to make their content discoverable and available online to a built-in audience.

Ways we can help you today:

Management: Track publications as they are prepared, uploaded, and made available on the platform.

Enhanced visibility: Discovery of your content is automatically optimized.

Multiple purchase and pricing options: Offer content as a subscription or as a one-time purchase.

Reference linking and indexing: Add research information and reference linking.

Data analytics: See what content is being purchased by which users and where.

Support: Services for publishers and end users.





Sales Representation

Grow your sales without adding additional employees, infrastructure, or overhead. PCG's experienced sales teams act as your local representatives targeting and meeting directly with prospective customers, attending regional conferences, and negotiating with library consortia.



Lead Generation

Whether you already have a list of prospects or need us to identify institutions potentially interested in your publications, we will locate the decision maker within each library, introduce the unique benefits of your content and handle all the follow-up necessary to secure new sales. Alternatively, if you prefer to handle follow up requests directly, we can hand over all leads at the frequency of your choice.



Market Intelligence

PCG works with clients to develop marketing and sales strategies, recommend supporting market research initiatives, and help publishers review the effectiveness of their websites through usability studies. Publishers gain a better understanding of what actually works, what they could do to supplement their efforts, and how to avoid potentially disastrous or expensive mistakes.

Know more, Sell more, Be more

Expand your reach using our global industry experts and marketing attribution analysis.

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A strategy, a list of tactics, and knowing how to execute them are integral in the attainment of your company goals. Use the blank framework on the next page to start filling out your own strategy, tactics, and execution



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