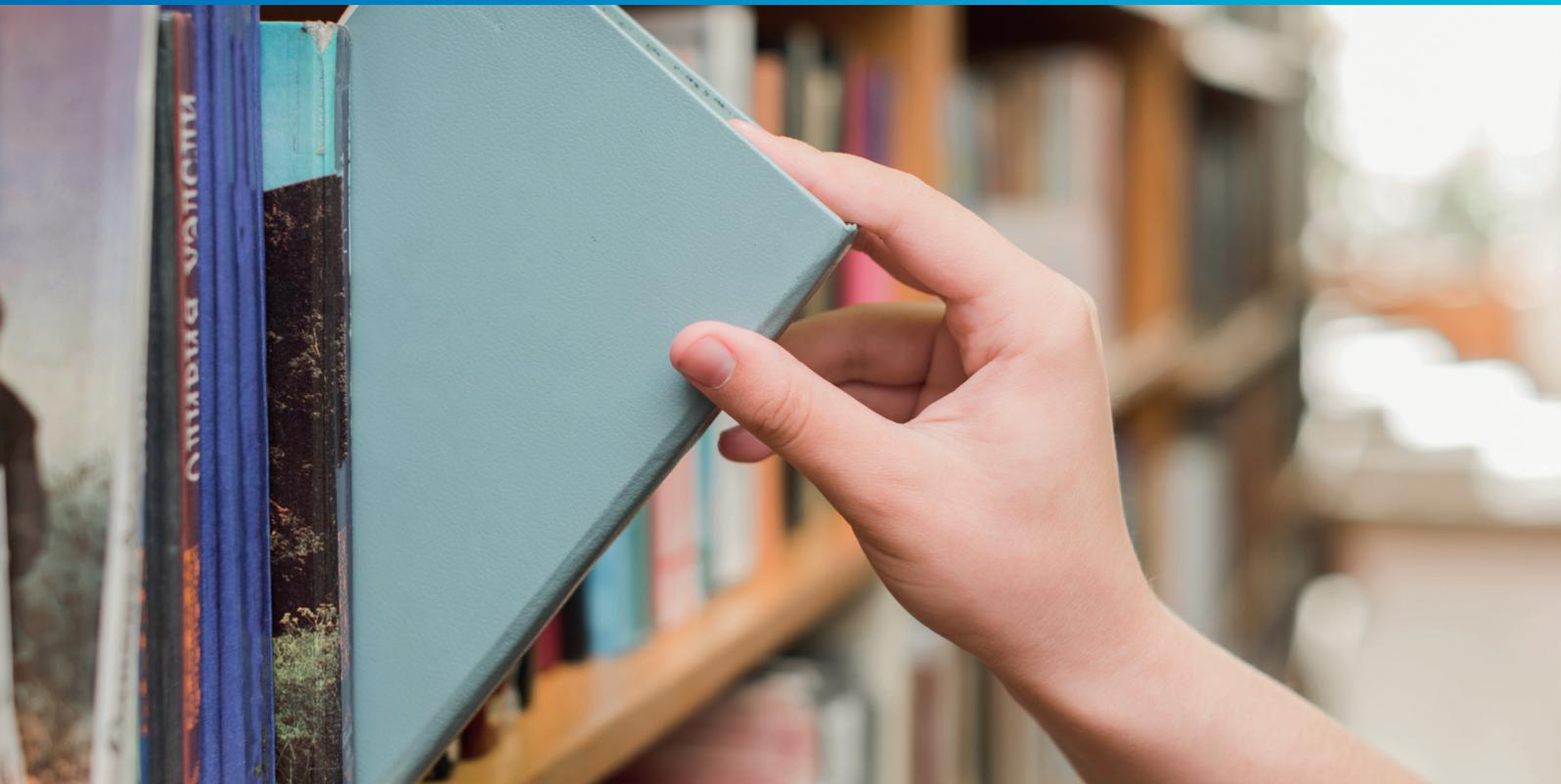


# Serving the scholarly community for over 20 years

We've worked with Scholarly publishers for over 20 years and have developed a range of solutions and services to help publishers further their business.

**ingenta**

Unlock your tomorrow



# Content and Intellectual Property management

The Ingenta Commercial suite helps organisations manage products from ideation through to order fulfilment and cash collection.

With a comprehensive array of tools available, it gives you a central location for metadata, contracts, rights, royalties and order management.



## Content Lifecycle Management

Maximise and manage the value of your intellectual property.

## Contracts, Rights and Royalties

Drive your rights value and royalties compliance directly from your contract metadata.

## Subscription Management

Manage time driven renewals in complex bundle subscriptions, across all types of content.

## Aperture

Unlock your information through web-based views for trusted parties to improve your processes.

# Discovery and delivery solutions

Boost your visibility, increase your content sales opportunities, and expand discovery using our delivery platforms.

## **Connect and Open**

A cost-effective channel that delivers your content, faithfully rendered and fully searchable. Connect and Open are global distribution networks that support online authorization and access for your readers, for hundreds of publishers. You supply the content, we supply the audience.

## **Connect Unity**

Unity extends the potential of Ingenta Connect by giving you a custom visual overlay which reflects your unique identity. Unity functions as a simplified way to provide a seamless experience, and access, to your publications. Content is hosted on Connect, with look and feel enhancements based on your brand.

## **Link**

Ingenta Link is a unique system that acts as a central management hub, connecting siloed content and their hosting platforms together across a publisher's ecosystem.

## Edify

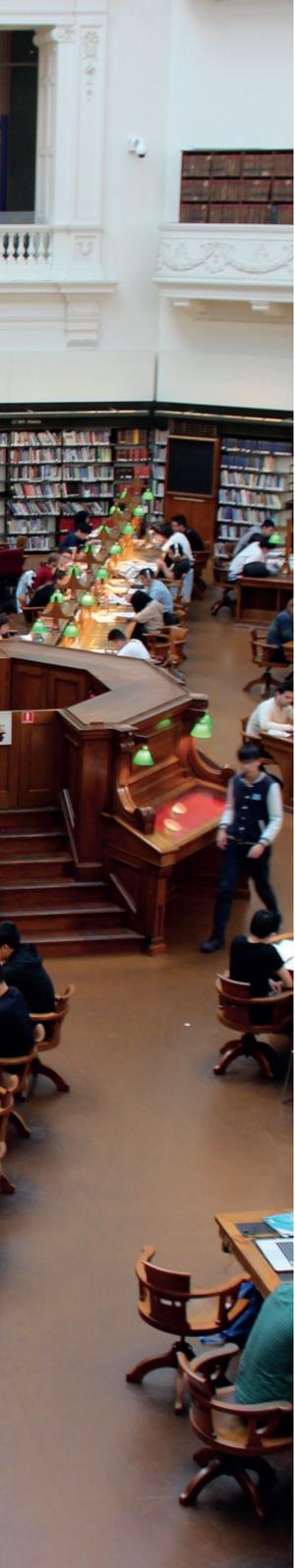
Introducing the 2019 release of Ingenta's CMS platform; Ingenta Edify unlocks your discoverability with powerful semantic web technologies that let you leverage your content value; connecting it and your readers to the global community.

Implement fully responsive designs via pre-built design templates, or create your own designs from scratch to achieve your ideal site.

With Single Sign On, membership system interconnectivity, and a flexible framework to support current and future integrations, Edify is a critical part of your technology eco-system. Out of the box support for past, current, and evolving business models gives you the flexibility to repackage your content into new bundles, and quickly deploy and evaluate new revenue streams, make consortia level deals, and drive your business forward.

Edify gives you the power to make the changes you need, when you need them; whether that be through immediate publishing of content, changing your pricing structures, modifying content delivery mechanisms, or configuring other aspects of your operations.





## Data migration services

We work collaboratively with our partners to analyze content and data migration needs to ensure a seamless transition when moving from different systems.

Ingenta can and has successfully migrated data from many different platform providers, including:

- Subscription data
- Product licenses
- Order history / purchases
- Favorites / saved items
- eTOC and citations alerts
- Distribution / Abstracting and Indexing feeds
- Usage statistics including COUNTER
- Redirection of URLs

We also work with 3rd parties like CrossRef for DOI resolution migration activity, and with search engine providers like Google / Google Scholar to ensure that the migration does not adversely impact content search ranking.

## Advertising system

Ingenta Advertising is a browser-based platform that offers a complete solution to help manage multimedia advertising sales. An extensive arsenal of tools helps your advertising team keep track of their canvassing and selling process, book multimedia advert placements and make changes at insertion level easily.

# Ingenta Audience

Audience provides customer intelligence to help you engage the right audiences and make better informed marketing decisions. The profiling platform provides tools to segment your digital community. These audience insights help you optimise advert positioning by helping you to determine which areas of content are most likely to be relevant and of interest to your target audience.



## Services

### Build and maintenance

Our service support team have helped deploy and maintain a host of different systems. With customers choosing to configure our solutions in different ways, we've become experts in understanding and supporting publishers in the way that they choose to implement an Ingenta system.



#### Build Support Packages include:

- Server build (SQL, Async, Tax, Credit Card/Paypal, Aperture)
- SQL Configuration
- Connectivity/networking
- Testing

#### Maintenance Packages include:

- Server maintenance
- SQL maintenance
- Performance tuning
- Updates

# Content sales and market research



PCG is an international sales and marketing firm providing a range of services designed to support and drive your sales strategy.

With local language staff in the US, Europe, India, China, and Latin America, PCG combines over 25 years of research, sales and marketing experience with a depth of knowledge in scholarly publishing and the global library community.

## What we can do for you:

- Develop sales plans to meet your objectives in key territories
- Conduct prospecting activities
- Work with consortia
- Visit decision-makers
- Negotiate terms
- Secure sales
- Manage orders
- Market research
- Brand awareness and perception analysis
- Market Opportunity Analysis
- Pricing Analysis
- Competitor Analysis
- Product development analysis
- Author, Member and customer satisfaction surveys



# Contact us

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