

New Publishing Frontiers

Extracting Value from the Supply Chain

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*“Enabling clients to realize the full potential of their content
and increase efficiency throughout their enterprise.”*

Supply Chain

A **supply chain** is a system of organizations, people, technology, activities, information and resources involved in moving a product or service from supplier to customer. Supply chain activities transform natural resources, raw material and components into a finished product that is delivered to the end customer. “ *Wikipedia* ”

3 challenges in the Supply Chain and 4 value enhancing suggestions.

Focus on the content and the best way to maximize your value chain to garner more revenue, market share and profits.

3 Key Challenges

The Demand Chain is Getting Demanding

Internet retail transformation

E-tailing the E-content

New challenges for Publishers

The Container is Getting Complicated

E-books are not Books

Devices

The World is Getting Smaller

Globalization & Territoriality

New Competitive Entrants

4 ways to Enhance Value

The Value of Metadata

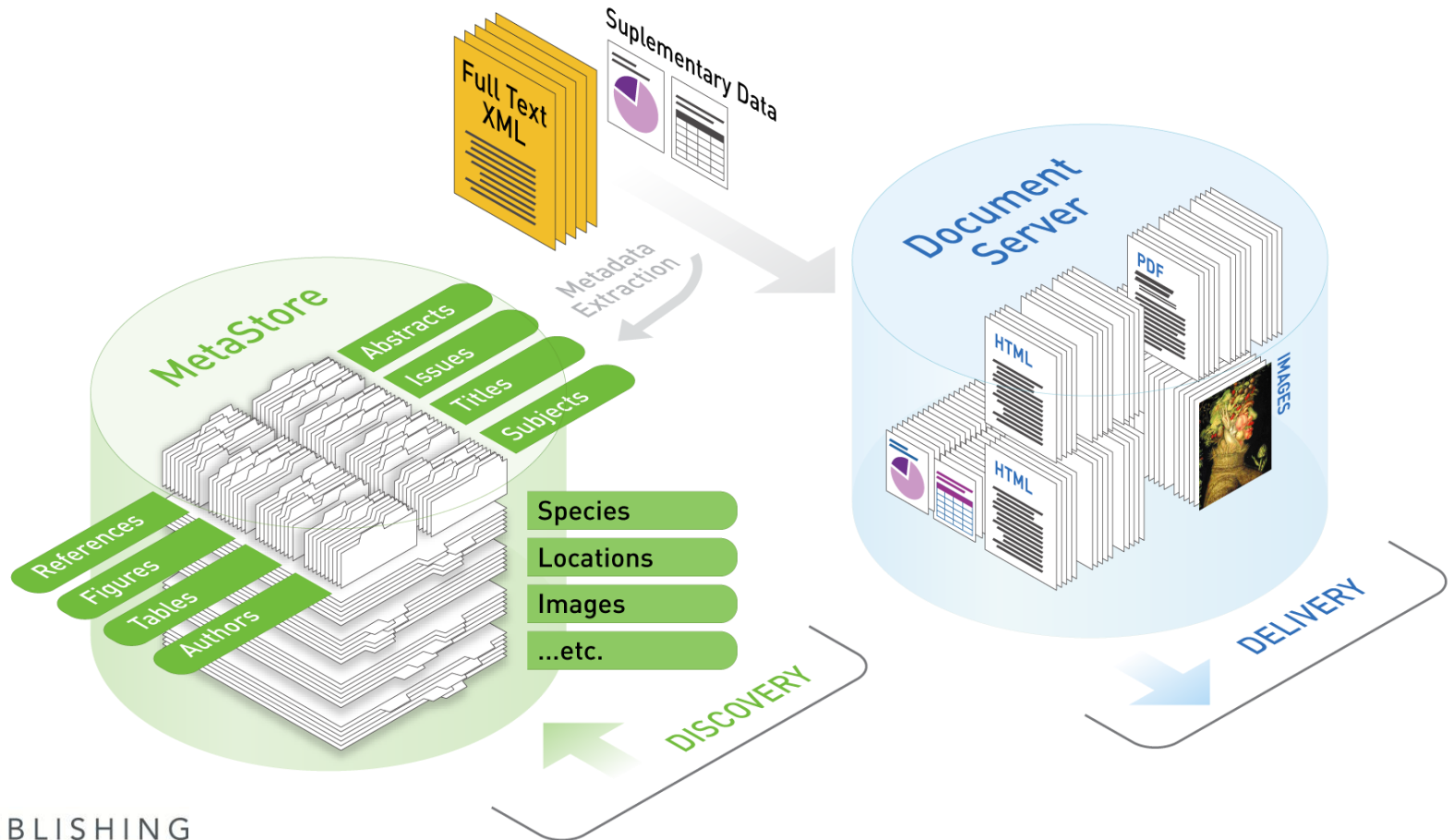
"Some people believe Football is a matter of life and death, I am very disappointed with that attitude. I can assure you it is much, much more important than that."

"Some people believe Metadata is a matter of life and death, I am very disappointed with that attitude. I can assure you it is much, much more important than that."

4 ways to Enhance Value

The Value of Metadata

Optimize Metadata to Enhance Digital Discoverability



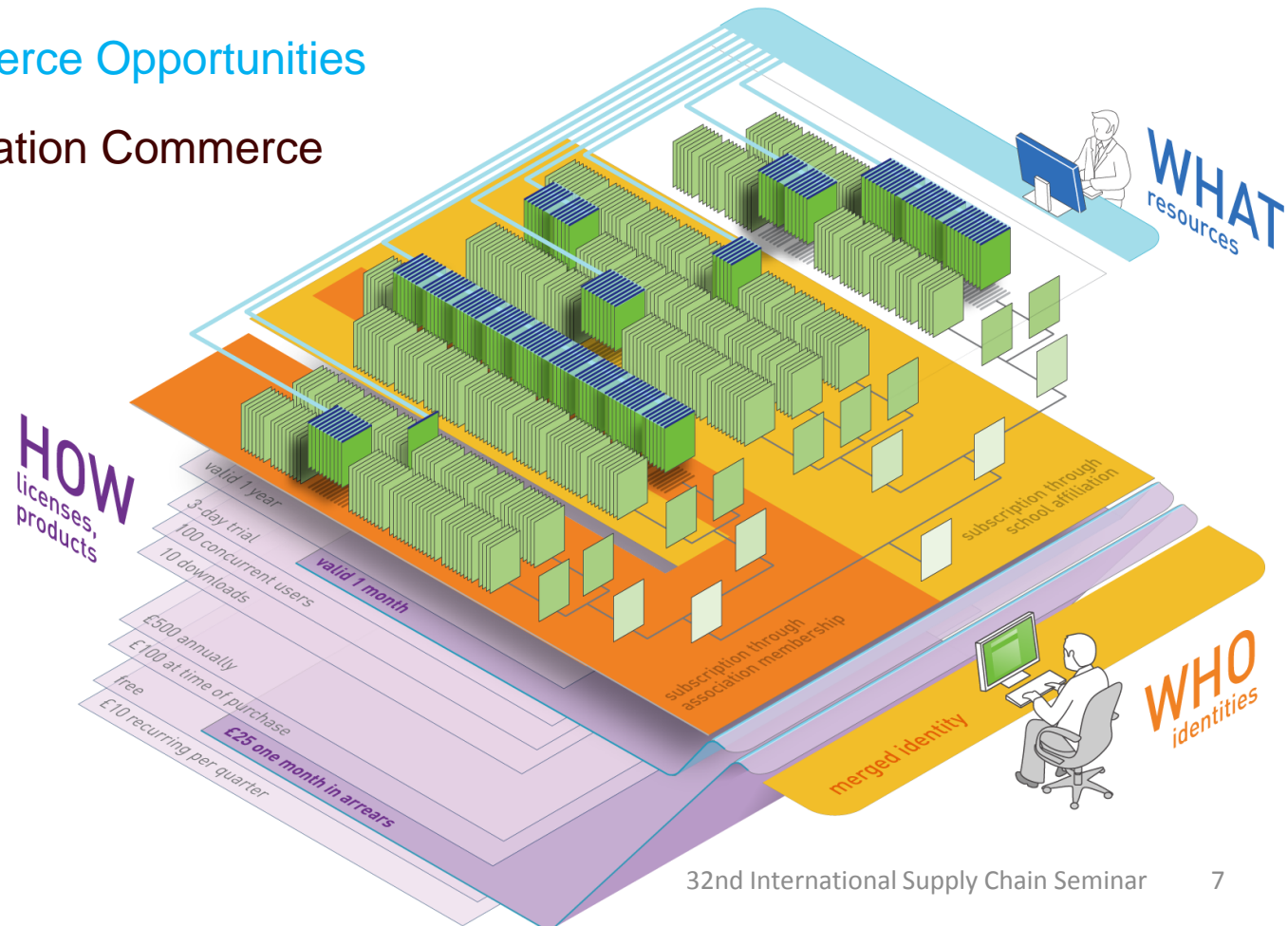
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Expansion of Commerce Opportunities

Capitalize on Information Commerce



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Enriching Content

Embrace the Semantic Web to Enrich the Consumer Experience

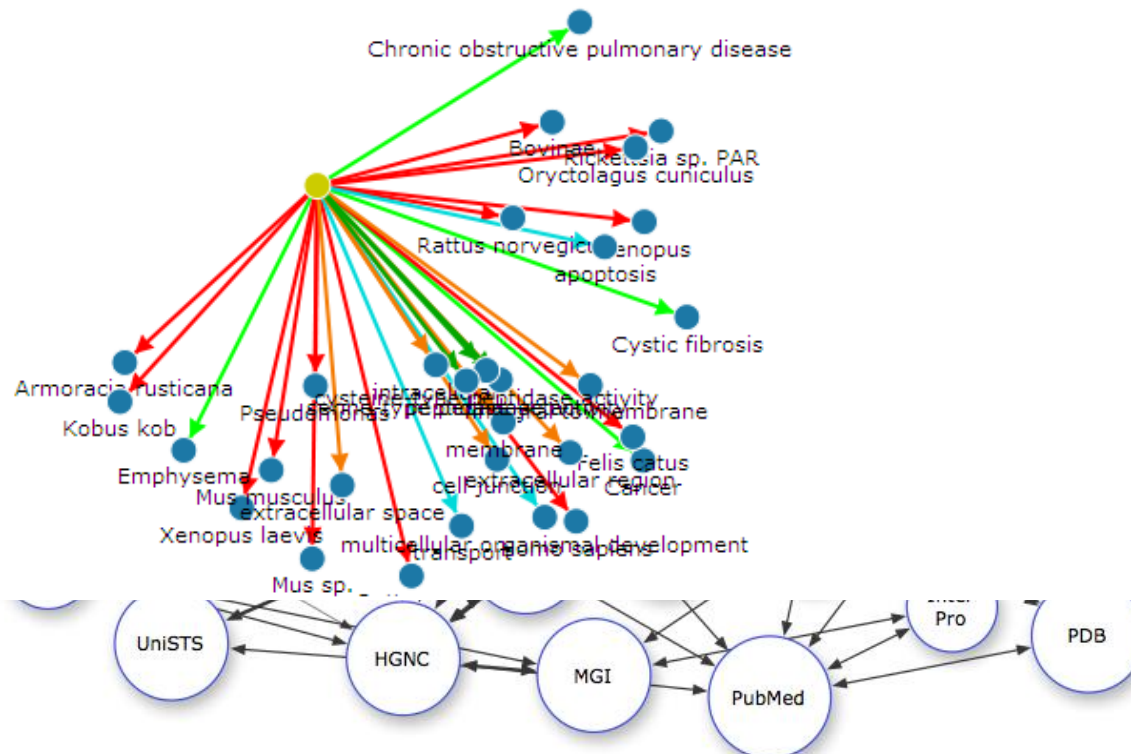
“Data on the web defined and linked in a way that it can be used by machines not just for display purposes, but for automation, integration and reuse of data across various applications” - Sir Tim Berners-Lee

α 1-Antitrypsin Inhibits the Activity of the Matriptase Catalytic Domain In Vitro - Graphical View

This represents a graphical view of the resources associated with the above item.

Double-clicking on a node will show you the view for that item. Press the Escape key or click outside this window to exit this view.

Key: **References** **Disease** **References** **Species** **References** **Biological Process** **References** **Cellular Component**
References **Molecular Function** **Occurs In** **Created** **Co-author** **Is sub-class Of** **Has sub-class** **Cited within** **Breathing Space** **Cited within** **IngentaConnect**



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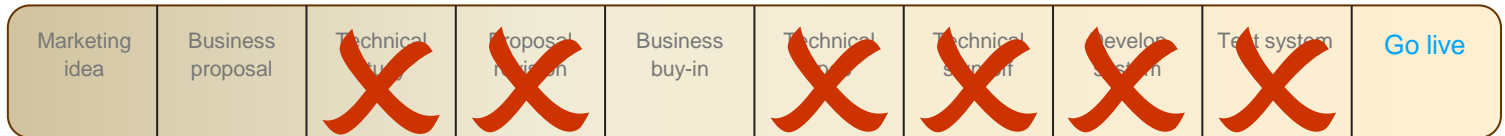
Technology that Enables Innovation

Use Rapid Application Development to make IT a revenue generator

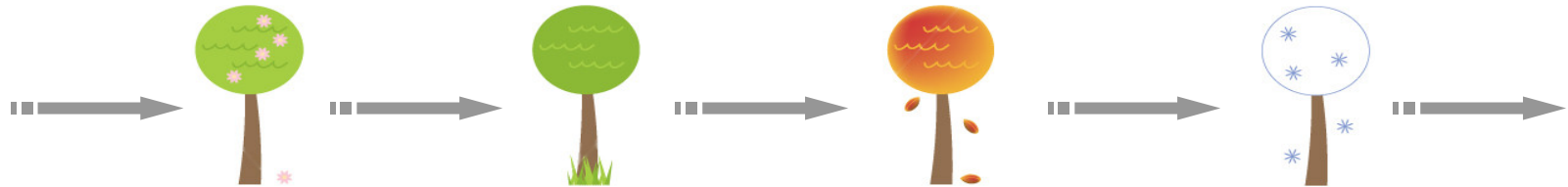
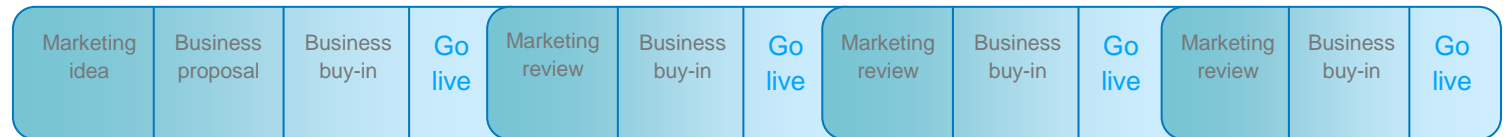
Technology that is a revenue generator

Speed of Market & Consumption changes demands flexibility and Rapid development

Traditional



RAD



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**At the Crossroads:
New Frontiers and Challenges for the Publishing Industry**

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Publishing Technology

Enterprise Applications

- Software to manage the publishing enterprise
- Supply chain and fulfilment applications

advance™

author2reader™

VISTA

Online Solutions

- Online research portal
- Online publishing platform
- Digital asset exploitation

ingentaconnect™

pub2web™

ICS Information Commerce

Market Communications

- Research services
- Marketing services
- Sales representation and content sales

PCG
Publishers Communication Group