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
4 ways to Enhance Value

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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
α1-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

Marketing idea Business proposal Technical review Proposal purchase Business buy-in Technical sign-off Develop system Test system Go live

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Traditional vs. RAD

32nd International Supply Chain Seminar
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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

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

**Market Communications**
- Research services
- Marketing services
- Sales representation and content sales

**Logos**
- advance
- author2reader™
- Vista
- ingentaconnect™
- pub2web™
- PCG
- ICS Information Commerce