

Scitation **Delivering End-to-End Online Publishing Solutions**

Scitation® is a leading innovator in online publishing today, delivering progressive, cost-effective solutions for distributing your content worldwide. Whether you're migrating from another platform, launching an online version of a current journal, or devising new publications and products, we offer expertise at all stages of the process: concept and design, technical development, online support, operations and maintenance, hardware and infrastructure, customer service, fulfillment, and more.

Exciting developments are on the horizon as Scitation's C³ (Content, Context, Connections) next-generation platform is poised to take Scitation to the next level. This ambitious program, begun as enhancements to the current platform, set the standard for groundbreaking functionality and agile development in STM publishing. At C³'s core is an engineered-for-XML foundation and a flexible framework for handling content, distribution, and a range of services. This robust infrastructure provides the tools and environment that will enable publishers to deliver content as never before. It will position them for new online publishing opportunities, Web 3.0, and also respond to the dynamic needs and expectations of end users.

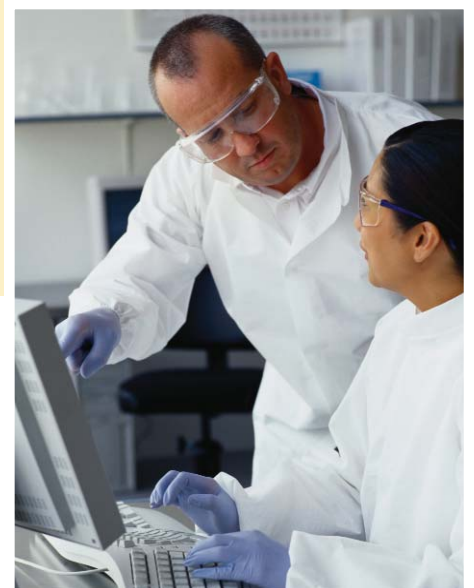
Scitation, an established leader in scholarly publishing since 1996, currently supports nearly two million articles. Below you'll see a glimpse of what makes Scitation a premium STM online publishing platform.

Relevant Statistics

- Hosting nearly 200 journals, and thousands of books, conference proceedings, standards, dictionaries, databases, white papers, and magazines
- Publications from 30 scholarly publishers
- Four million visits per month
- Nearly two million full-text articles available
- More than 30,000 article purchases each year via ecommerce system
- More than 340,000 institutional and individual subscriptions

High Availability Systems

- 99.9% annual uptime
- On-site data center with local redundancy via system clustering
- Secondary failover 'warm' site with live data replication
- Disaster recovery site at IBM
- 24 x 7 x 365 system monitoring
- Redundant power and cooling system on site



“AIP is constantly looking to improve and invest in new technology, which has been excellent for us. It is also helpful to be working with an organization that is a publisher, that excels at handling technical content, that is financially stable, and whose staff understands our business goals.”

— **Bruce Gossett**
**ASCE Managing Director
and Publisher**

Platform and Industry Standards

- SGML and XML workflows
- OpenURL compliant
- COUNTER-compliant usage statistics
- Support for multimedia and online advertising
- eFirst publishing
- CERNET (dedicated China bandwidth)
- CrossRef services, including deposits, reference linking, forward linking, CrossCheck
- Portico archiving services
- RSS
- Shibboleth support

Publisher Services

- Publisher-branded domains and customized interface designs
- Digital library design
- Annual Partners' Meeting
- Marketing and sales services
- Search engine optimization
- Consortia and site licensing services
- Online advertising services
- eCommerce services
- Syndication services
- Integrated suite of publishing services, including online peer review, composition, and online fulfillment services
- Vendor composition portal
- Open access/free access support
- NIH deposit services

End-User and Author Services

- Collaboration and workflow tools (blogs, social bookmarking, citation managers)
- Library Service Center
- Help desk support, including live chat
- Online help system
- Content alerting services
- Author publication notifications
- Personalization tools (MyArticles, MySubscriptions, MyPublications)
- Federated search support
- Multiple search options for users, including Scitation, Scitopia, and PubMed Central
- Online document delivery



A History of Innovation

- Platform launched more than 15 years ago
- One of the first publishers to offer online article sales
- Founding member of CrossRef
- Leader of project to develop a comprehensive set of Unicode fonts for scientific publishing (STIX Fonts)
- Early supporter of digital information objects (audio, video) for archival preservation
- Virtual Journals established in 1999
- Participating member of STM Future Labs
- Early adopter of Web 2.0 functionality
- Agile development of new service features and functionality
- Dedicated Emerging Technology group

Customer Satisfaction

Independent third party research indicates a high level of customer satisfaction:

- High customer retention rate
- High quality service provider, representing good value in the market
- Competitive pricing
- Loyal customer base with a sense of community