

IET Digital Library Access Grows 30% on AIP's Scitation® Online Hosting Platform

THE CHALLENGE

To migrate a proprietary digital library to a reliable external host, providing state-of-the-art features, increasing visibility and access, and positioning for future enhancements.

THE SOLUTION

Create an integrated digital library on the fully featured Scitation® online hosting platform, migrating over 50,000 technical articles, adding new content, and re-branding the service.

THE RESULTS

- Access to digital library content increased over 30%
- Increased institutional subscriber satisfaction
- Improved time to publication
- Positioned IET to accommodate future customer demand

To accommodate the demand for quality engineering and technology publications from researchers and engineers around the world, the IEE launched IEE Online Journals in 1997. By 2004, the popular service had a growing number of institutional subscribers, traffic was increasing, and users wanted advanced features to make better use of the content. The system needed to support the increasing global community with robust searching, personalization, and reliable 24 x 7 access. The needs of the users were beginning to outpace the abilities of the proprietary platform that hosted IEE's online journals.

In order to meet these new demands, IEE made a decision to migrate its online publications to the Scitation online publishing platform. The organizations completed the migration in 2005, and re-branded the service as the IET Digital Library in the spring of 2006 to reflect the merger of IEE with the Institution of Incorporated Engineers (IIE). The IET Digital Library now hosts all IET journals, magazines, and conference content.

“Scitation allows us to provide the enhanced user experience and institutional support that our community expected,” explains Neil Dennis, IET Digital Library Product Manager. “Not only have we successfully migrated our service to the new platform, but Scitation has facilitated new features, services, and publications since the initial launch. As an example, we are now working with Scitation to release the IET Digital Library Archive, which will include an additional 100,000 articles from as far back as 1872.”



THE CHALLENGE

The IET, then known as the IEE, launched its online journals platform, the IEE Online Journals, in 1997. The service provided company and university libraries with online access to the IEE's research-level publications, primarily *Electronics Letters*, and all titles within the IEE Proceedings suite of journals. By 2000, all IEE magazines, conference publications, and seminar digests since 1994 were available with HTML tables of contents, abstract and reference pages, and article full text available via PDF.

By 2004, with the customer base of online institutional subscribers continuing to rise, the IEE Online Journals system was running on hardware and software components that were no longer supported. IEE decided to move to an external online hosting provider. The challenge was to migrate the IEE's existing online content to an externally hosted platform to provide users with state-of-the-art features and reflect the publisher's established branding. The migration had to accommodate almost 50,000 journal, magazine and conference articles as well as transition almost 300 institutional subscribers to what would become the "IET Digital Library."

THE SOLUTION

IEE management chose Scitation to implement their plans to create a brand new online publications platform in September 2004.

"Scitation offered us a cost-effective solution. They already supported most of our required features and functionality, and they undertook development for the few items we required that the platform did not already contain," explains Neil Dennis. "Scitation is in the business of being an online hosting service, which means that the ongoing enhancements, high-availability architecture, and 24 x 7 monitoring greatly exceeded anything we could support in-house. We also thought our suite of publications would fit nicely into the society publications already on the platform. Scitation was a good place for us to go."

The key steps of this ambitious project required extensive teamwork between then-IEE staff and the team of Scitation specialists.

Scitation staff created conversion programs to handle and import IEE journal, magazine, and conference articles from IEE's SGML format into XML. For new material created after the migration, a workflow was instituted to move content from IEE's in-house journal production system to Scitation.

Scitation worked with IEE to create a usable design and to incorporate the required functionality into the platform. In addition, the site plan included the ability for IEE to include additional web pages within the digital library, directing users to additional products and services.

The content in the new IEE Digital Library was launched in three phases. The research journal phase, available in April 2005, included *Electronics Letters* and all IEE Proceedings journal titles (16 titles in all). Phase two, launched in June 2005, included content from seven IEE magazines. Finally, in September 2005, over 100 conference publications and 900 seminar digests completed the digital library, making available a total of over 50,000 technical articles from 1994 onwards.

After extensive testing, customers migrated to the new IEE Digital Library on Scitation. "It was easy for our customers," notes Dennis. "All they had to do was sign a new license agreement; Scitation staff migrated their IP addresses for them."



"The new IET Digital Library has continued to evolve on the Scitation platform.

Since 2005, we have added additional journals and magazines, with excellent support from Scitation. In addition to the major effort required to re-brand the digital library after our merger, we are currently working on many other projects as well. We can count on AIP to assist us with our plans."

— Neil Dennis, IET Digital Library Product Manager

To learn more about the IET Digital Library, visit www.iedl.org.

THE RESULTS

Access to Digital Library Content Increased Over 30%

IET content is easier for users to discover due to Scitation's many intuitive navigation features and its powerful search engine, and to the ongoing relationships Scitation has with leading Internet search engines.

Increased Institutional Subscriber Satisfaction

Users considered the new platform modern and up-to-date. They gained all the functionality of an advanced online publications platform. Scitation's personalization features, including MyArticles and MyPublications, are especially popular. Users also have improved ways to discover information, including the ability to search using the IET's Inspec indexing terms and classification codes. Features and functionality not previously available (like pay-per-view access and table of contents alerts) are now in use.

Improved Time to Publication for New Content

e-First publishing allows IET to publish articles online as soon as they are ready for publication.

Positioned to Keep Up with Future Customer Demand for New Content and Enhanced Features

Scitation allows IET to maintain a digital library that continues to grow and meet the expanding needs of users with additional content and with features and functionality that evolve with changes in technology.

SERVICES USED

Scitation® Online Publishing Service

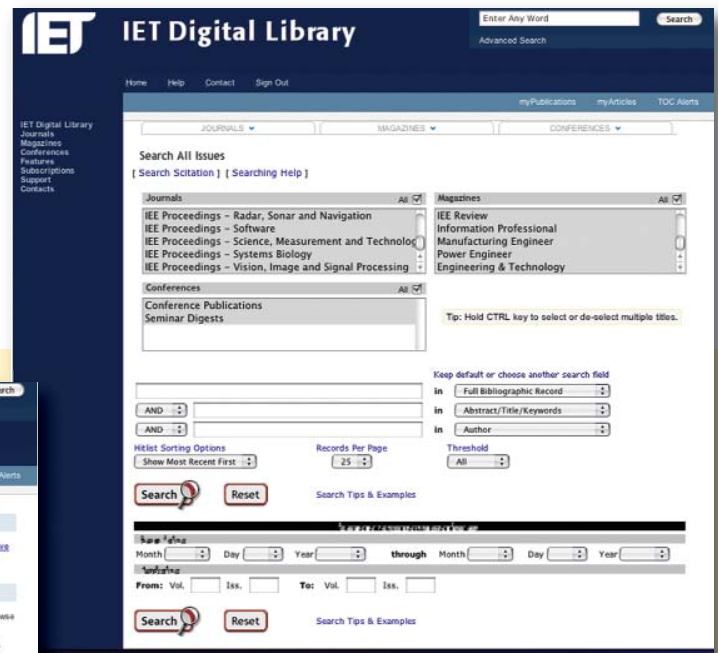
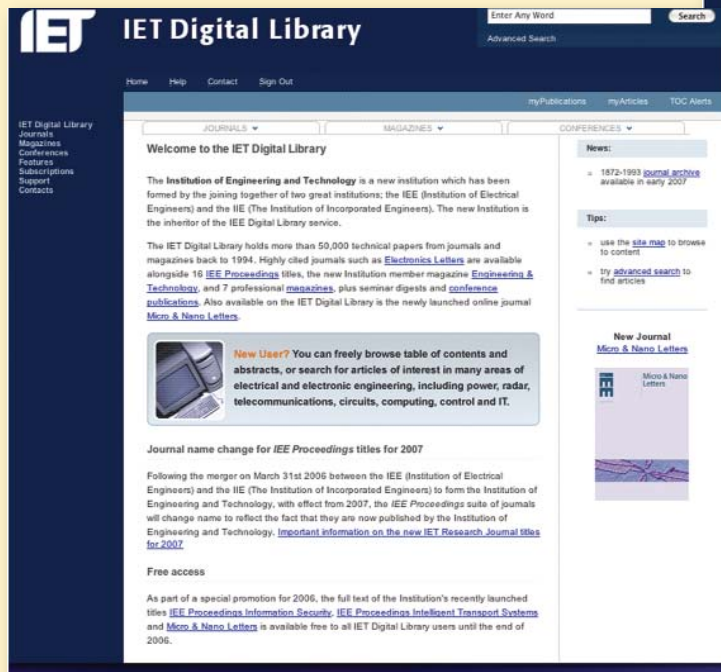
E-First Article Publishing

E-Commerce Services

Table of Contents Alerts

End-User Personalization

CrossRef Services



▲ Advanced discovery features such as a robust search engine have significantly increased access to IET content.

◀ The IET Digital Library on Scitation allows institutions from around the world to provide access to critical information about engineering and technology.

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