

Four interesting examples ...

... of how technology developments support new business models.

Richard Padley, Managing Director, Semantico.



Monday, 23 April 12

Example #1 is about Researchers. Specifically its about focus on researcher needs. It starts with a piece of researcher focussed technology that creates some interesting opportunities.



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Refer a Colleague

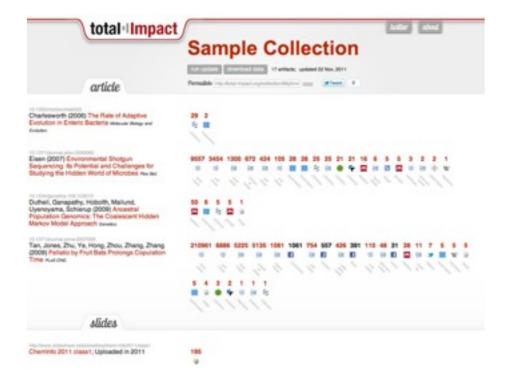
My Researcher Profile



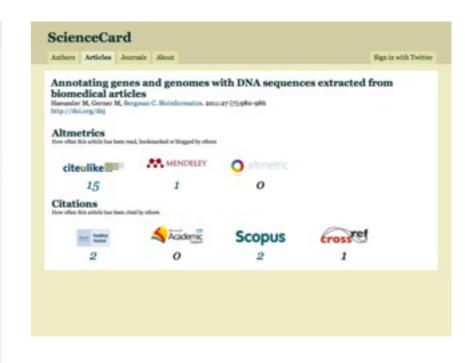
Return to My Researcher Profile Personal Information My Affiliations Password Options Update your information. Optionally, use the "public" setting to indicate which information to display on your Profile page. Clear a public check box to make that information private. Note: Click the "Submit Changes" button on each page. * required fields. Submit Changes on this Page Cancel **▼** Public Public (Master): Clear the "Public First / Given Name: Martin (Master)" check box to make your (Master) information private. Only you, when logged in, will be able to view your information. Last / Family Name: Fenner Name: Your name will be searched and displayed on your profile page. Middle Initials: ORCID ID: This is your unique identification. ORCID ID: AAA-1034-2010 **▼** Public Other Names: If you've published under Other Names Used Add different names or if you are known by by You: more than one name, enter Other Names. Remove These will be searched if made public. URL: The URL can be used to link directly **V** Public URL: http://www.orcidsandbox.org/rid/AAA-1034-2010 to your profile page.

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Who's heard about ORCID? You may not know its being developed by Semantico. Socially validated platform for Discovery, Attribution, & Disambiguation in the scholarly record. Stakeholders are Researchers, libraries, funding agencies, & Publishers. Many important consequences will follow; facilitates calculation of more sophisticated measures of impact – author metrics – e.g. h-index





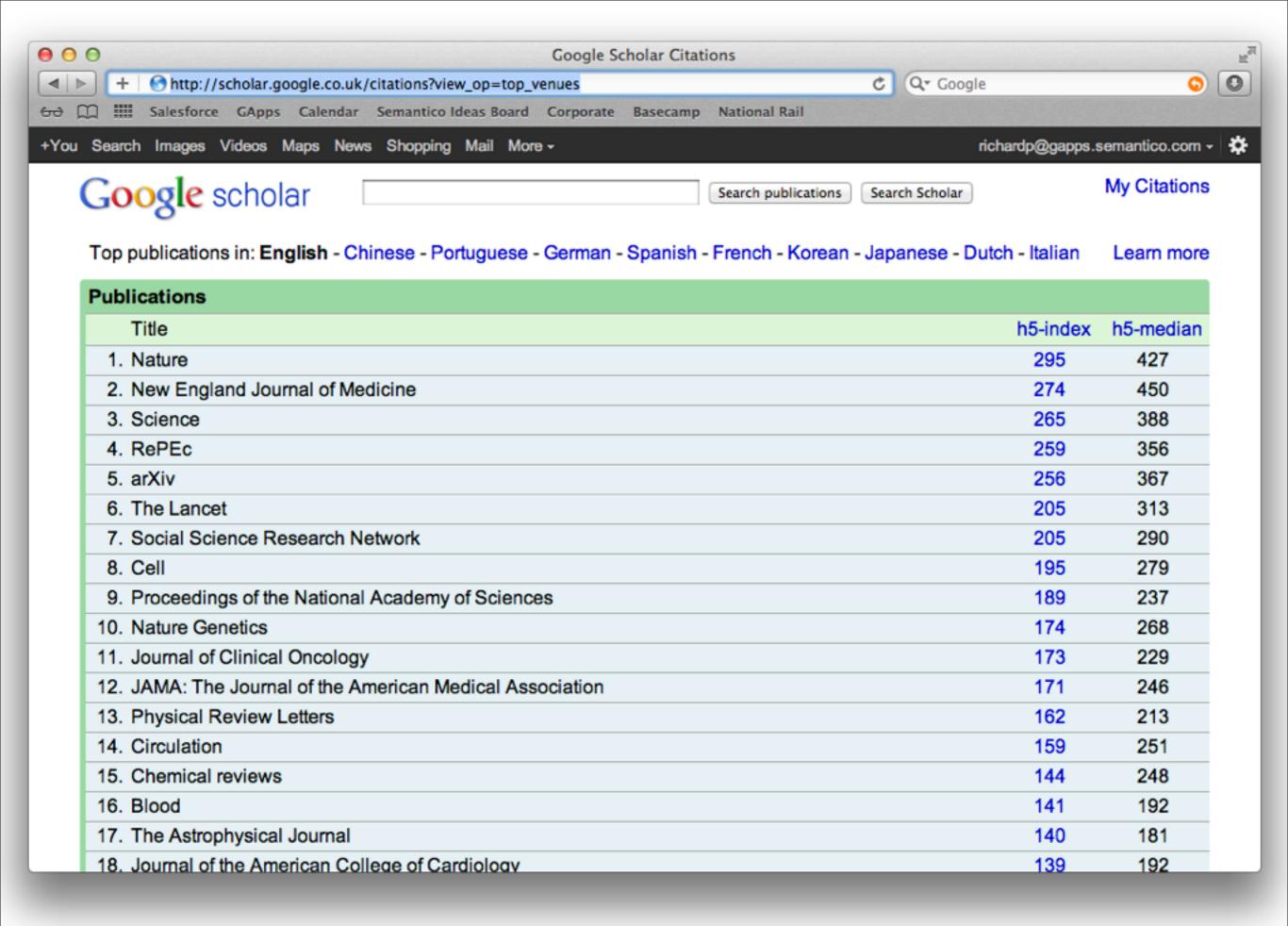








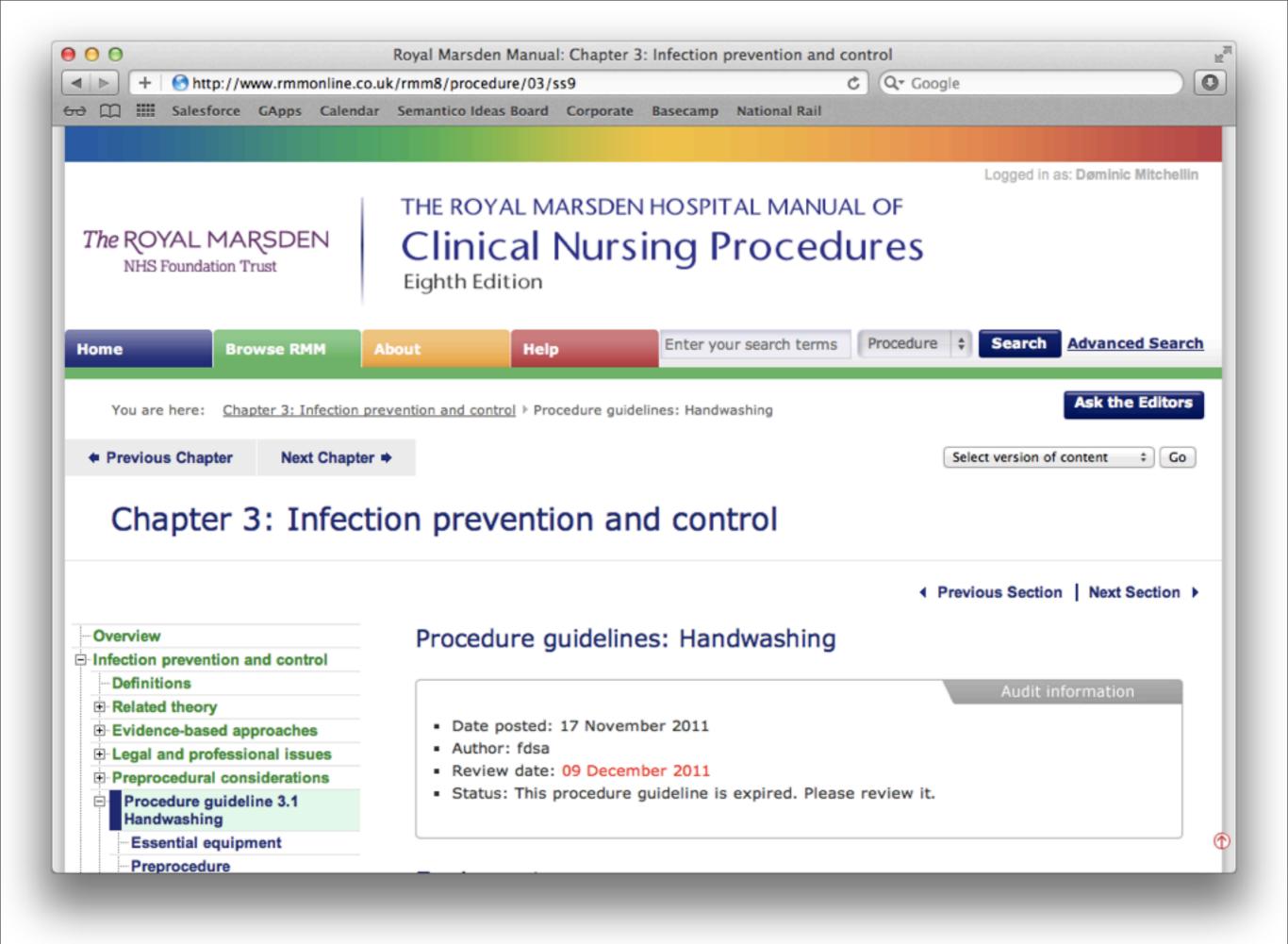
WIII feed into Altmetrics phenomenon. Triangulation rather than single measure of impact. Tech: Big data, firehose, hadoop, NoSQL datastores, API level integration. SAAS business model. Returning to h-index is ...



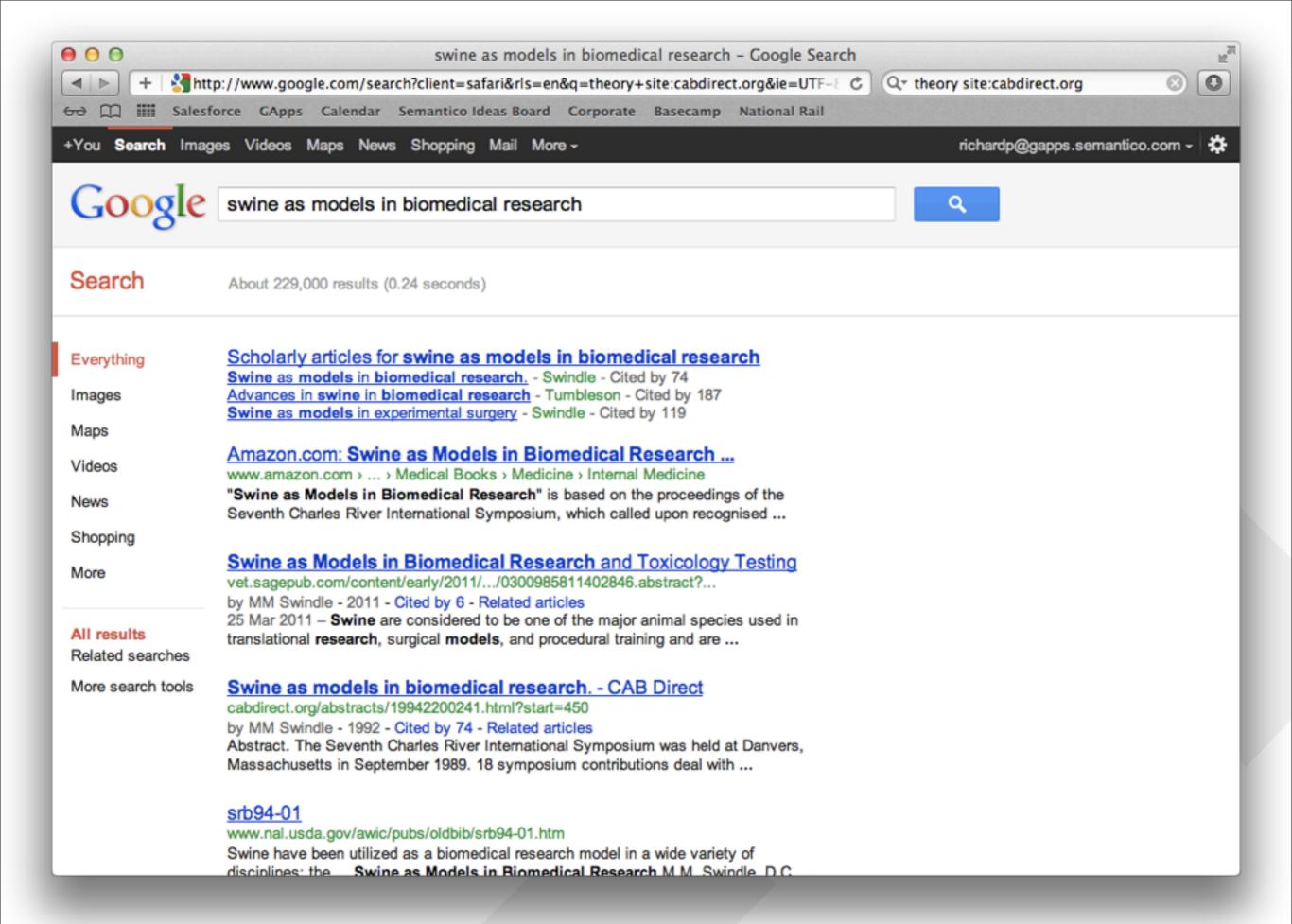
Who's seen this? Google scholar metrics, launched 1 April. This is no joke. H-index. Another elephant in the room is the biggest business model shift ...



Researcher focussed business model. Publishing sold is a service, not a physical good, or a licence to access IP. Paraphrase Ahmed Hindawi: increased competition, differentiation around the service. OA raises the bar. Service is for authors; differentiation in adding value for authors.

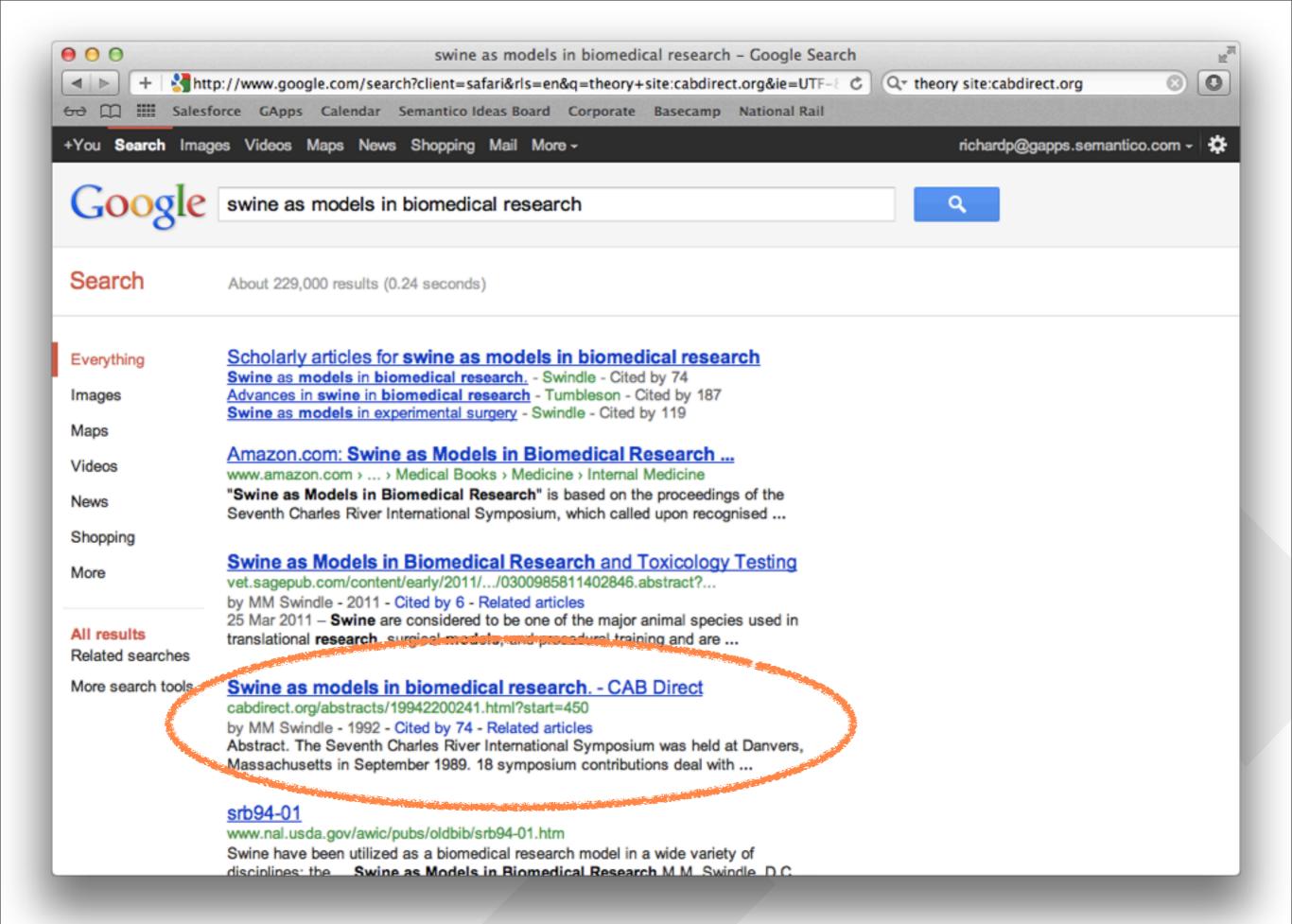


Example #2 User Generated Content. RMM in print until 7e; but often supplemented with local notes and modifications. Tech: Flexible XML content database for R/W content. Allows seamless presentation of published & UGC. Like a Wiki BUT private to each subscribing institution. Audit trail. Innovation is delivering Content in Context for clinical practitioners, rather than bus model.



Example #3

Business Goals 1: Drive subscriber usage, 2: Reach a new market with new model – day pass SEO project for CABI. 1.5M abstracts



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Business Goals 1: Drive subscriber usage, 2: Reach a new market with new model – day pass SEO project for CABI. 1.5M abstracts



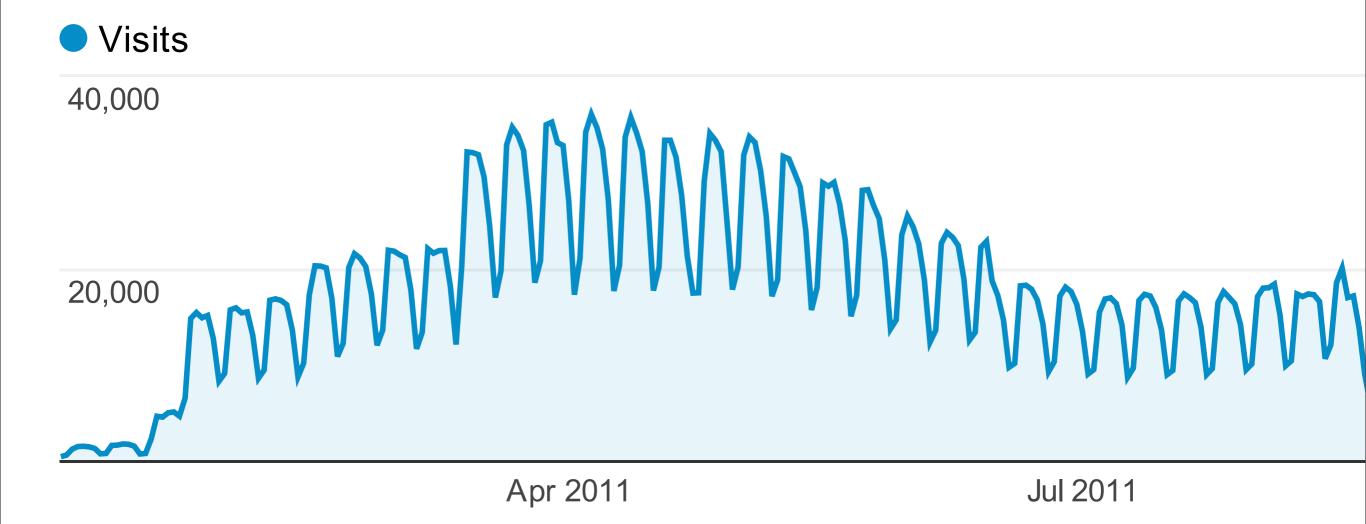
CAB instant access; also Google Ad revenue

Visitors Overview



100.00% of total visits

Overview



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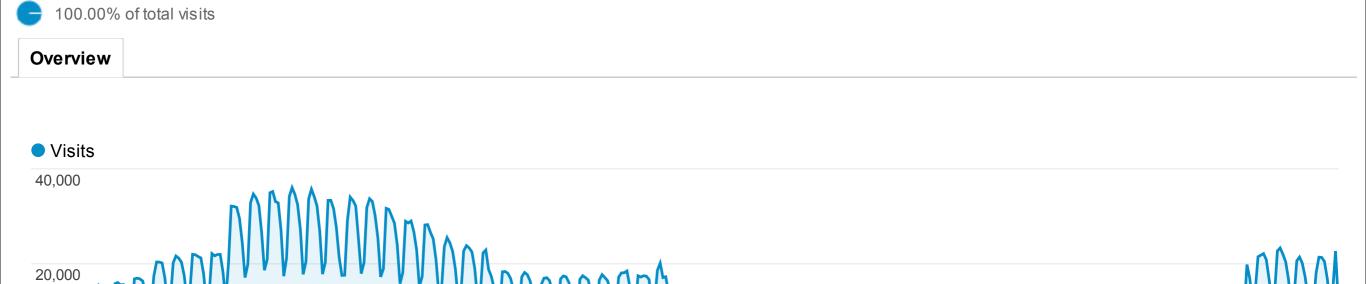
Visits increased 1200 to 36,000 (+3000%); Subscriber visits to 5000 (+400%)



Visitors Overview

Jan 1, 2011 - Apr 17, 2012

Jan 2012



Oct 2011

4,009,481 people visited this site

Apr 2011

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Not SEO - Politics & Google making up the rules as they go along.

Jul 2011



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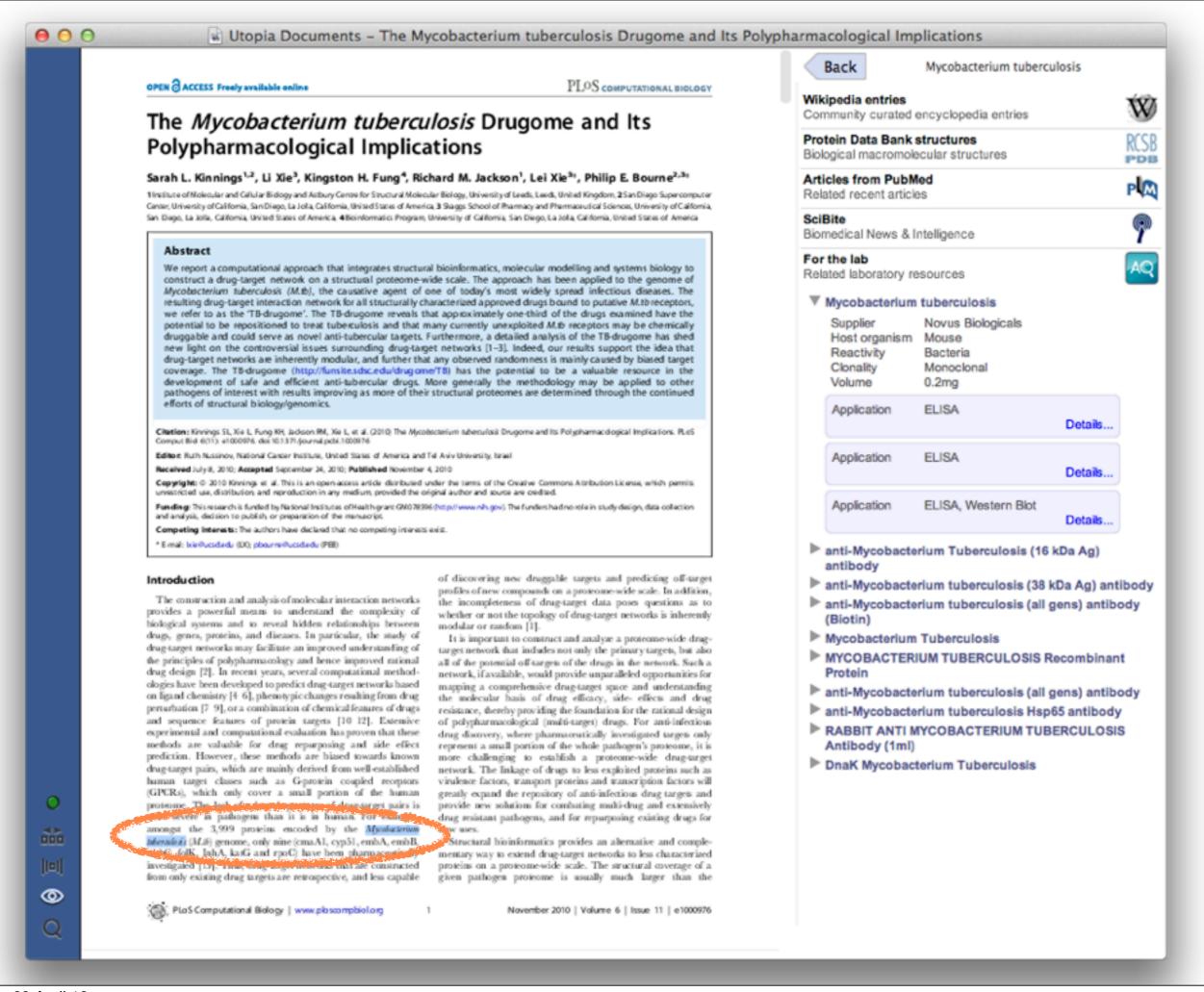
Example #4. Data mining. Sydney Brenner: "Data mining means my data are mine, and your data are mine, too."

Improve UX, Increase discoverability, stickiness – lower cost/download. Slice/dice to create new products. Lower production costs, improve consistency, time to market. Parsing whole sentances, sentiment, citation typing. >equiv terms >search >medical. Large scale meta-analyses (Pharma). Highly targeted advertising:



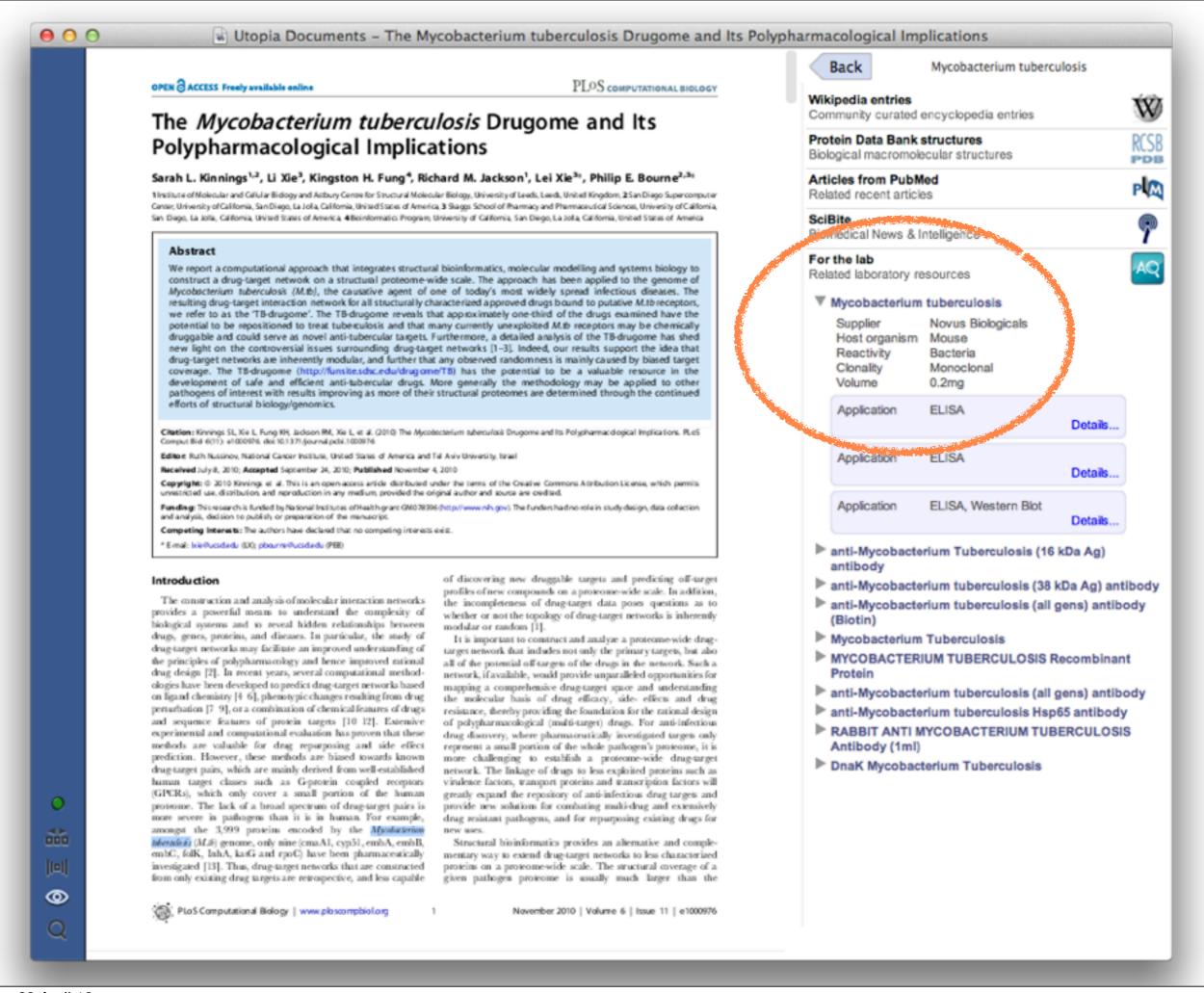
Utopia documents.

Mycobacterium Tuberculosis. "For the lab". Micro-advertising. Jan Velterop - AQnowledge provides this to Utopia.



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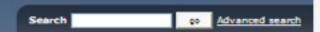


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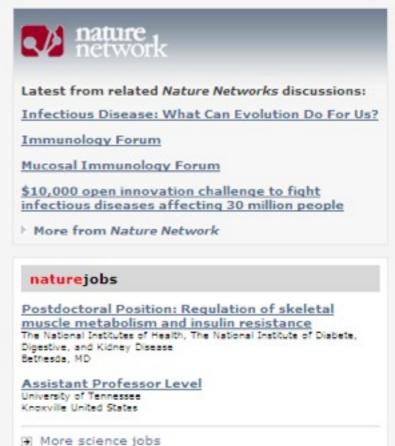
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doi:10.1038/ncb2054

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pbinterferon source promising results**



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