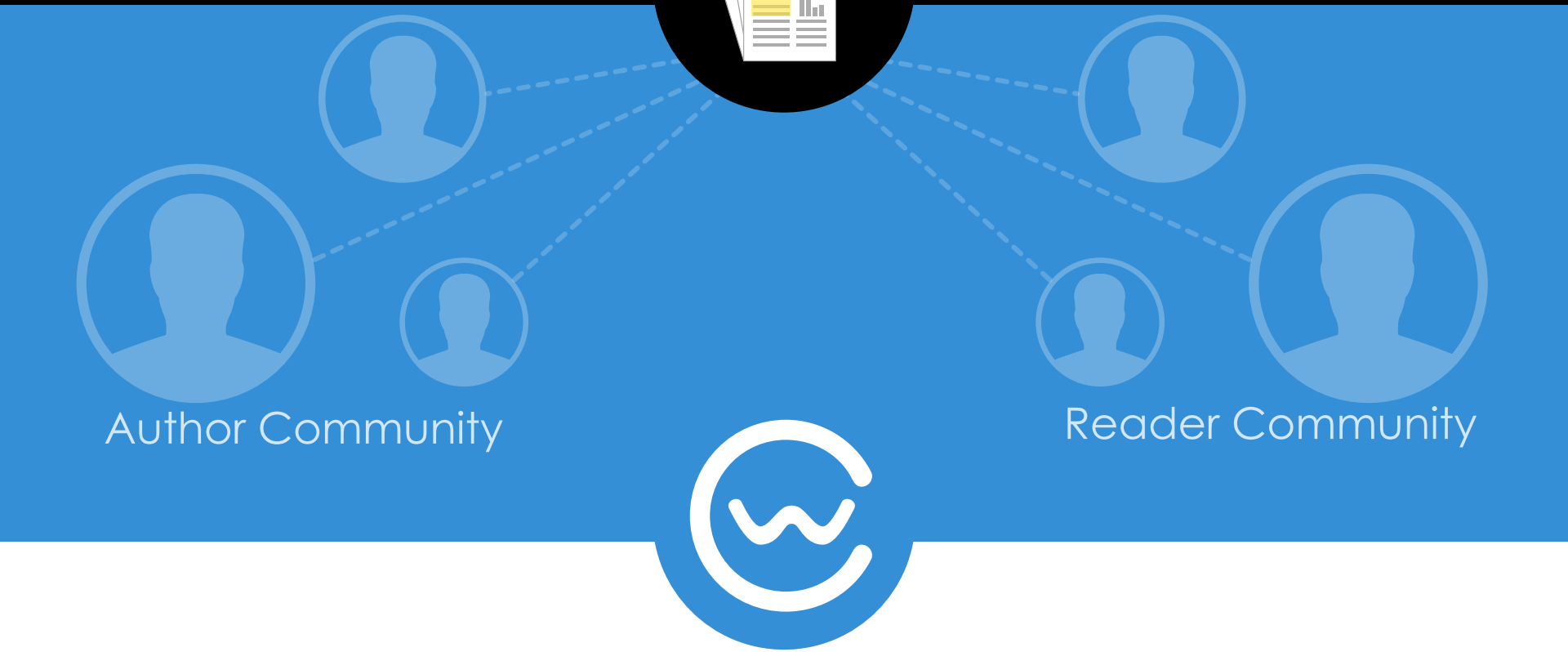
# CONNECTING PUBLISHERS WITH RESEARCHERS

To increase download, retention, and submission rates




Stuart Cooper

VP of Global Business

colwiz
collective wizdom

# Challenges for publishers

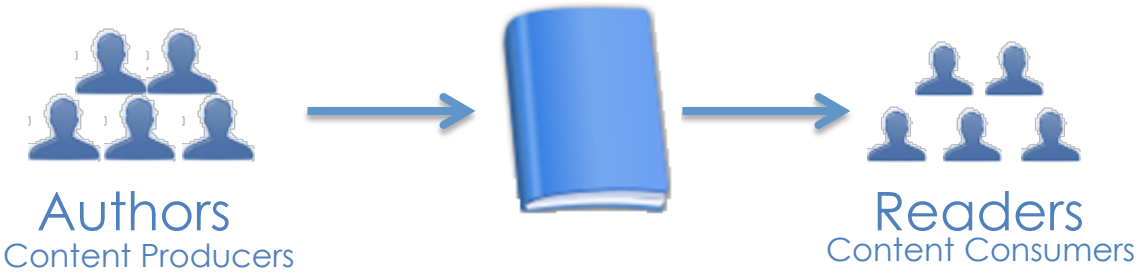
Emerging new publishing models

Readers download PDF and go away

Lots of choices for Authors, Editors & Reviewers

Print and advertising revenues declining

# Key: Engage with your community




- Closely engage with readers and authors
- Provide them with research tools for their day-to-day research
- Understand their behaviour
- Respond and adapt quickly

# Imagine a world where you are

- Always connected with your **readers**
  - Understand their interests and reading patterns
  - Know which other journals they read and cite
  - Recommend your content to them
- Always connected with your **authors**
  - Understand their publishing patterns
  - Monitor where else they publish and review
  - Invite them to submit papers
  - Launch journals with new publishing models

*Statistics of reading patterns are aggregated and anonymized

# Engaging readers and authors

Two technologies on your website

## Interactive PDF

- Reader take notes, add publications
- Sign up and stay engaged
- Automatically creates **reader community**

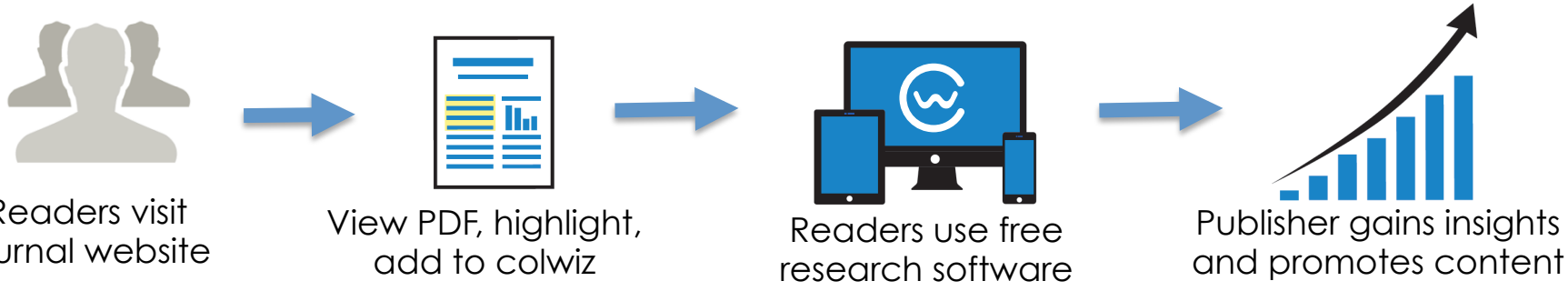
## Author Profiles

- Readers interact with authors
- Authors claim profiles and view their citations
- Automatically creates **author community**

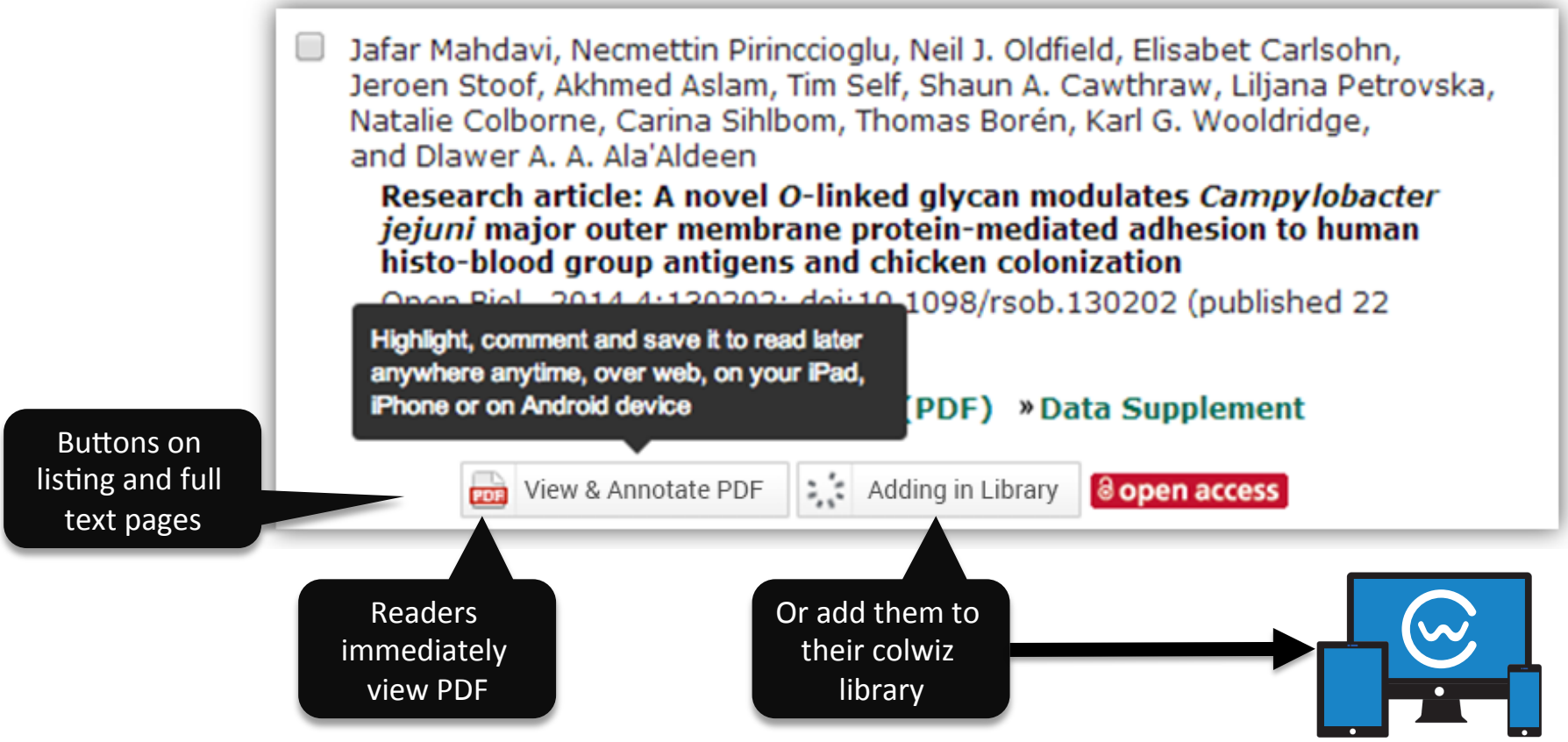
Combined with the power of colwiz software

# 1: Creating reader community

Just a few clicks on your website to engage readers



# 1: Creating reader community

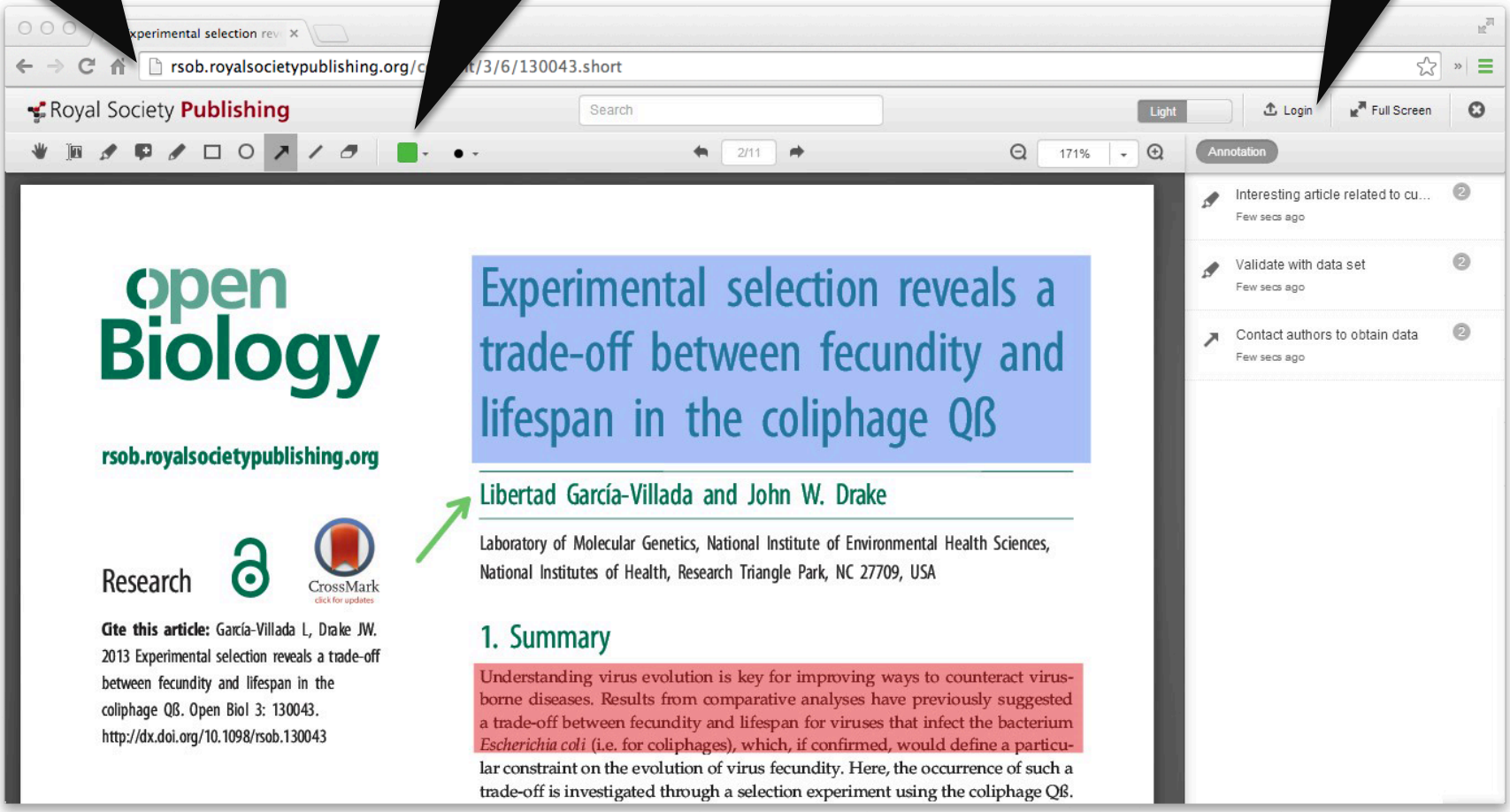


# 1: Creating reader community

Reader stay on your site

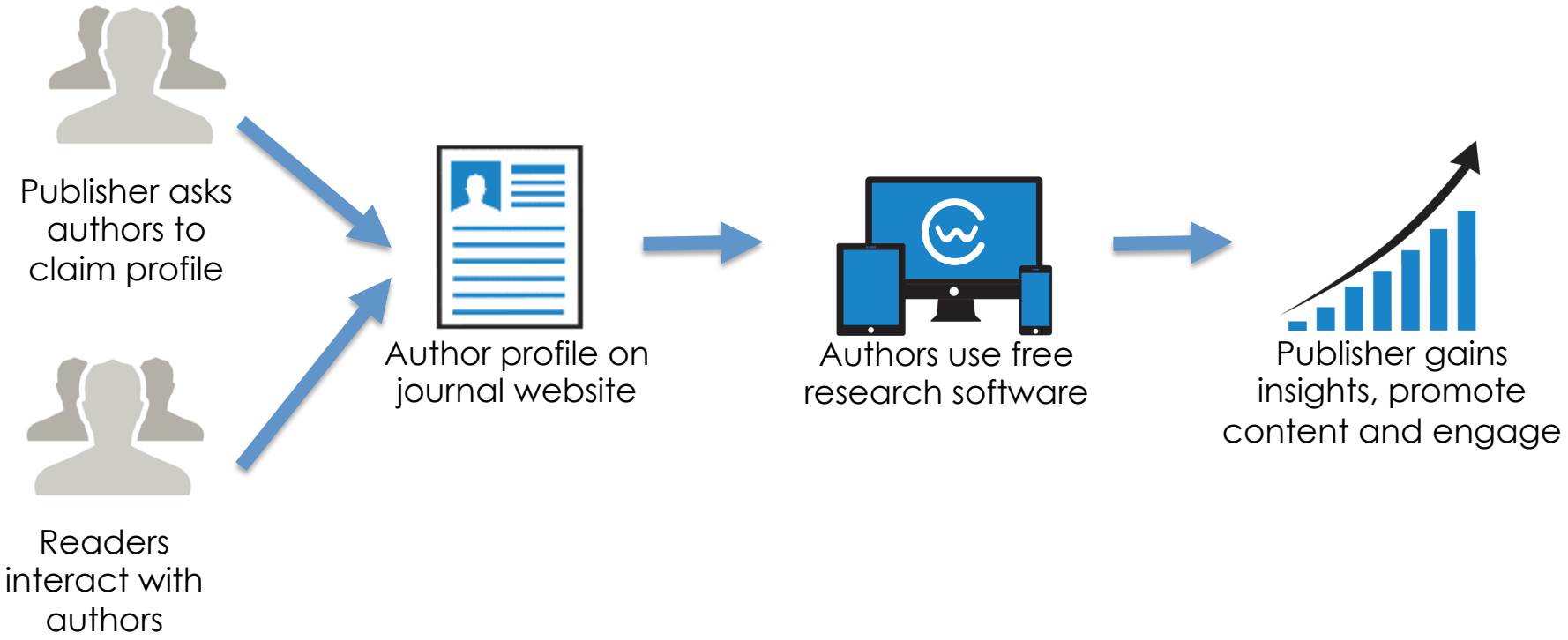
Highlight and take notes

Save it to colwiz



# 2: Creating author community

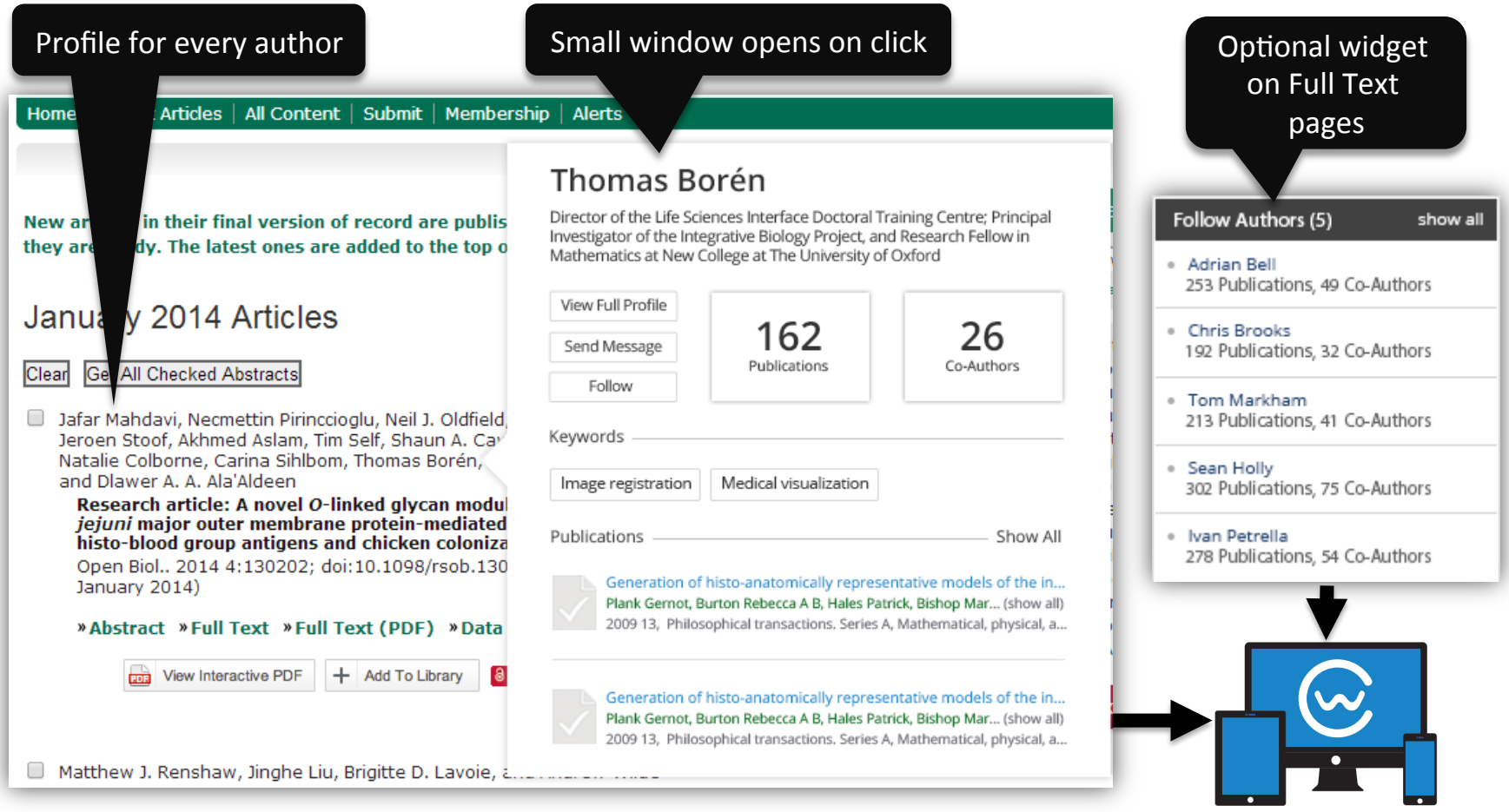
A mail shot and just a few clicks on your website to engage authors




**Cut costs**: Automatically extract references from submissions when colwiz is used by authors

# 2: Creating author community

Readers interact with authors and they stay engaged

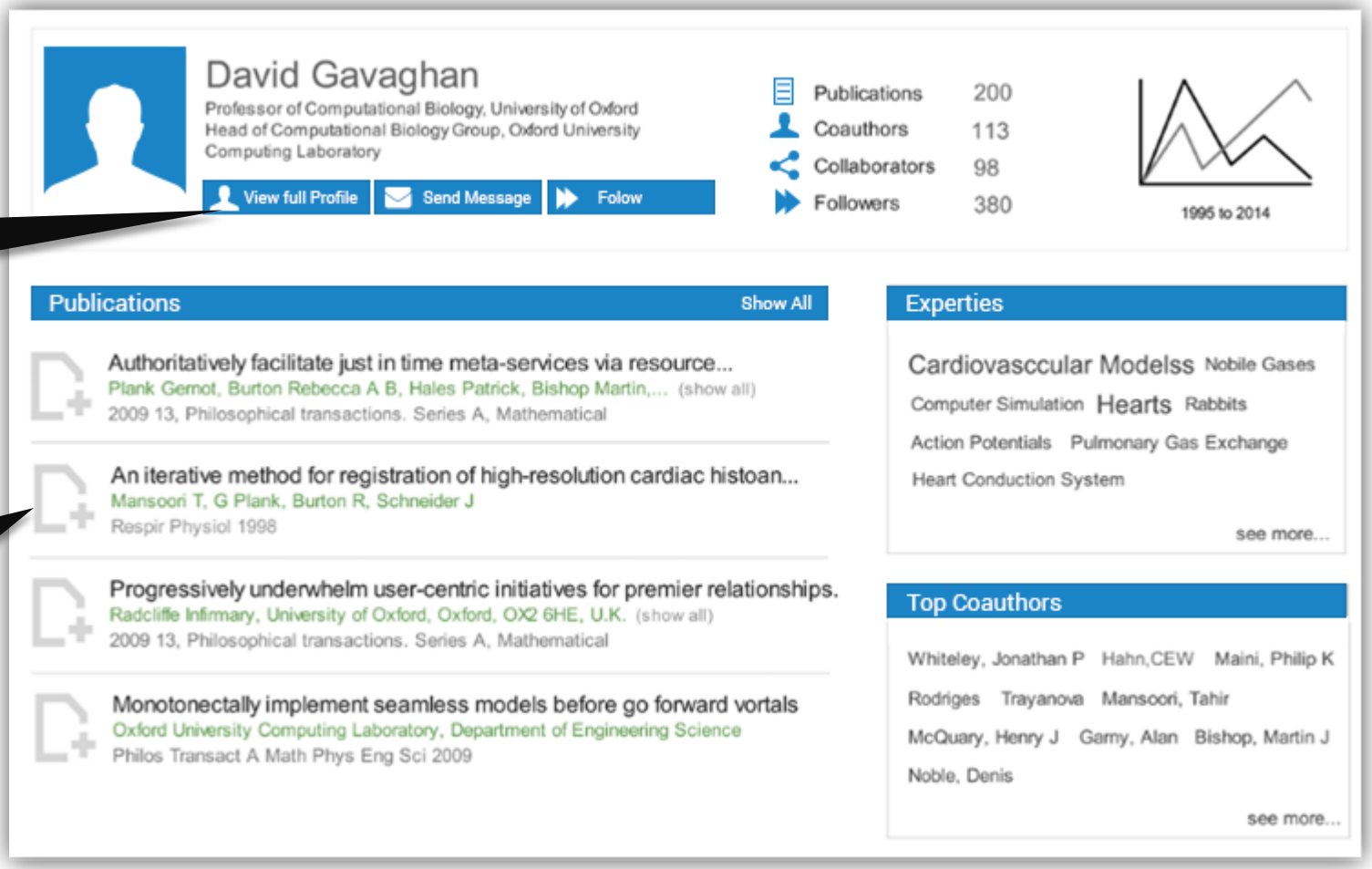


# 2: Creating author community

Fully updated author profiles in-sync with publisher meta-data

Readers interact with authors

Follow and add their publications

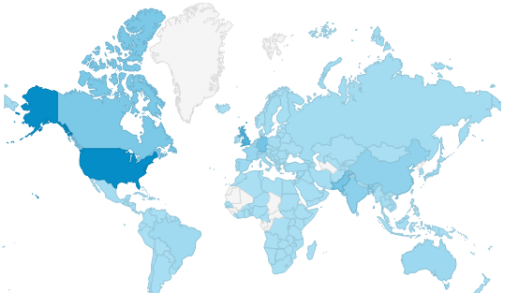


# Empower with research software

Your communities will stay engaged with colwiz software after leaving your website. One software for

- Reference management
- Data sharing
- Group collaboration
- Research productivity
- Available on all platforms

Users in 182 countries; from academia, industry and govt. sector



UNIVERSITY OF OXFORD

HARVARD UNIVERSITY

P&G

UNIVERSITY OF CAMBRIDGE

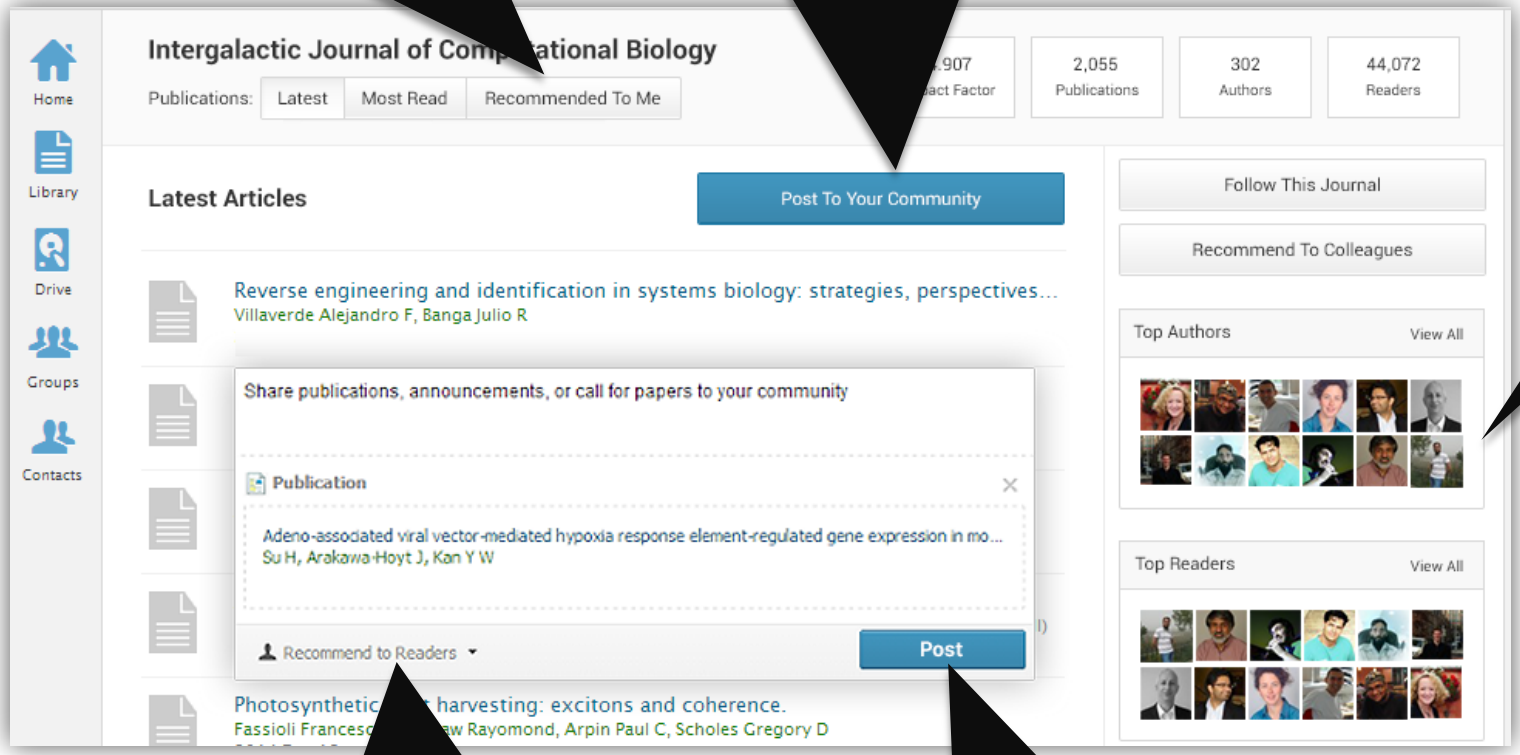
gsk GlaxoSmithKline

MIT

# Get community insights

Reader specific recommendations

Post articles, announcements, call for papers



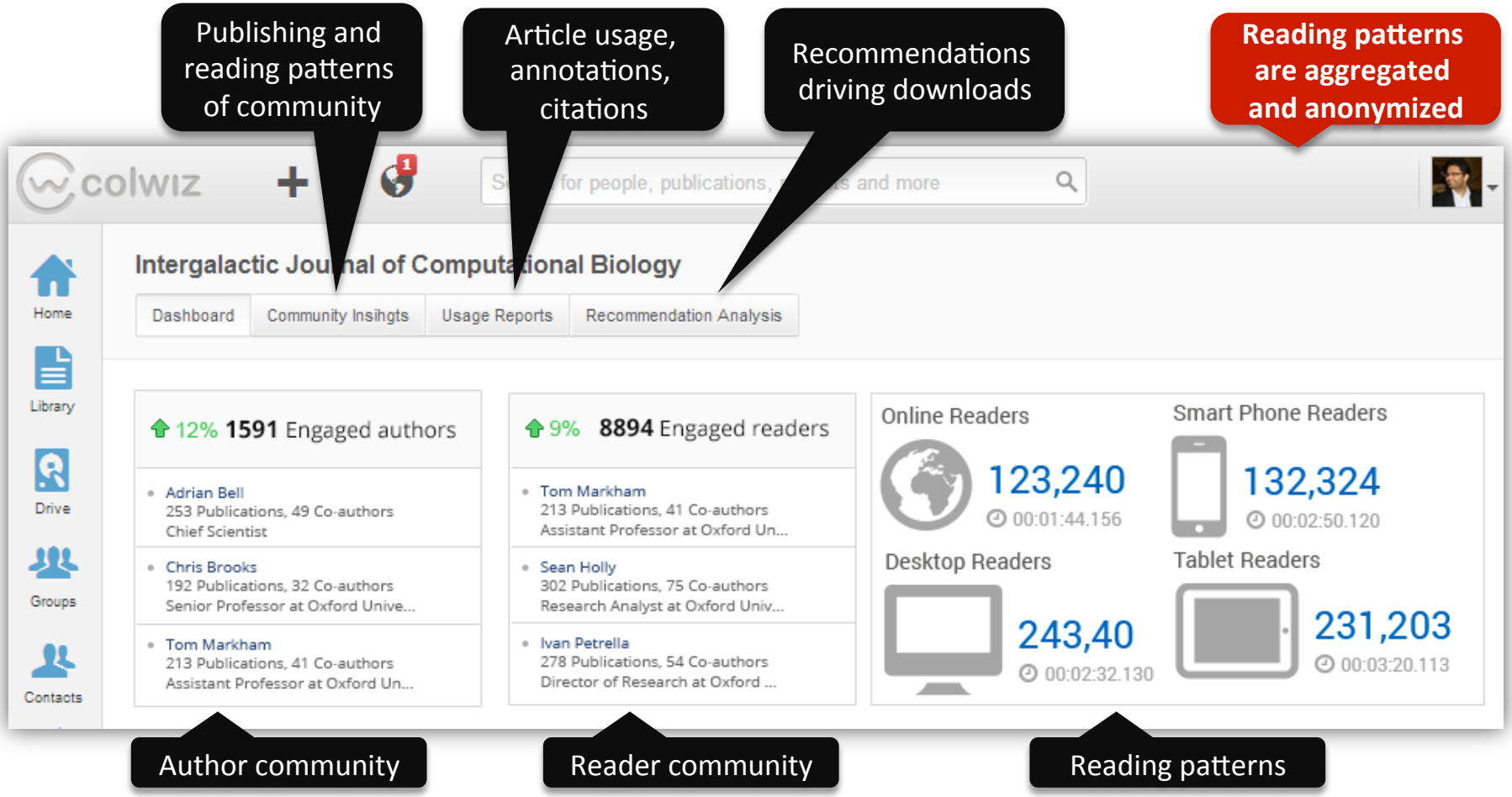

Your author and reader community

Select readers, authors, interests...

Delivered to community

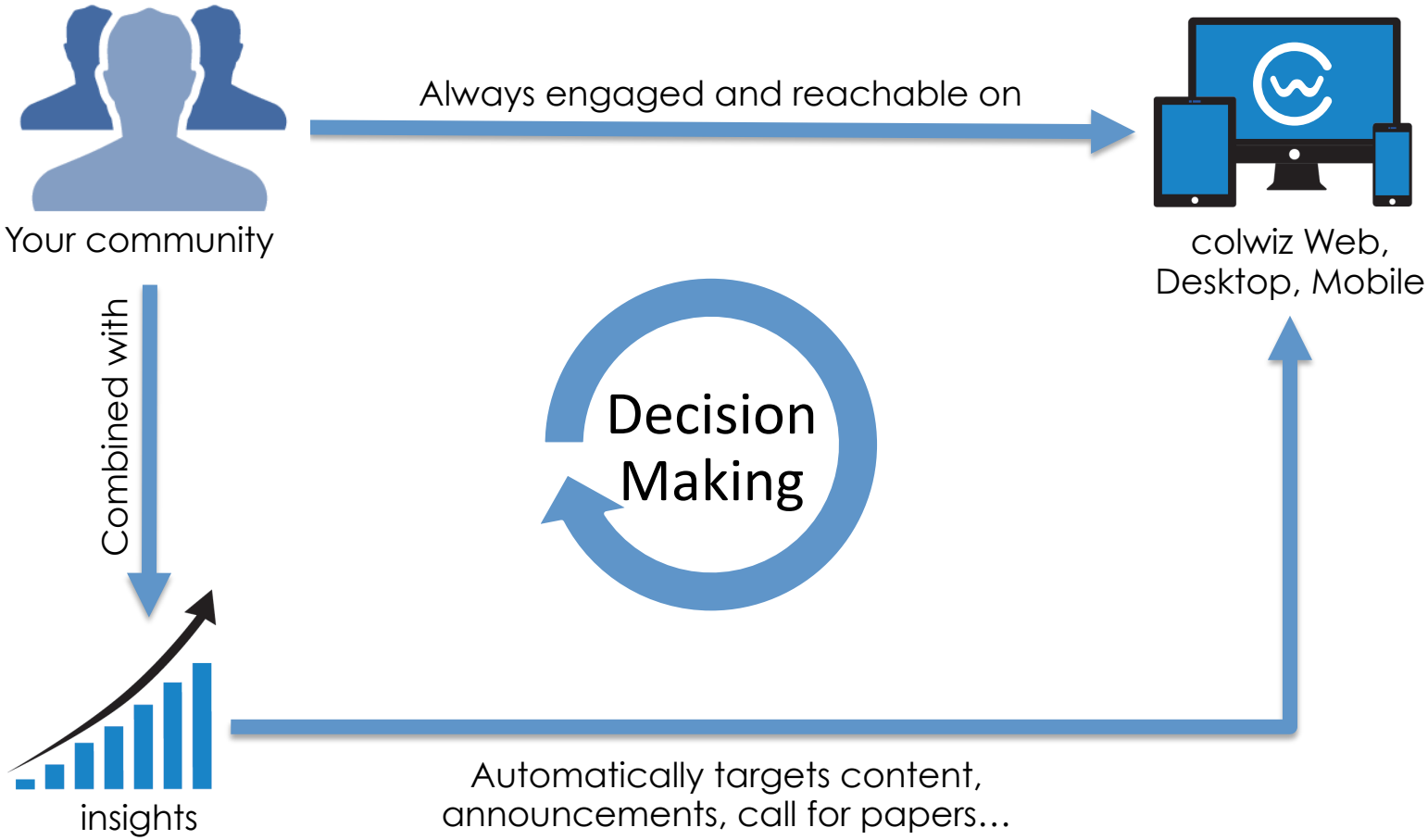
# Get community insights

## More than 50 reports for your decision making



# Reach business goals

Increase retention, download and submission rates



# Making it a reality for publishers

Taylor & Francis Group
an informa business

> Taylor & Francis is delighted to be collaborating with colwiz. The HTML5 implementation of colwiz was an important attraction for Taylor & Francis and its readers who are embracing this technology.

Gillian Howcroft

*e-Products Director, Taylor & Francis Group*

Royal Society Publishing
*Informing the science of the future*

> Royal Society Publishing is pleased to team up with colwiz, the developer behind our recently integrated interactive PDF reader. The iPDF provides researchers with state-of-the-art tools to get the most from their articles.

Helen Duriez

*ePublishing Manager, Royal Society Publishing*

# And winning awards for publishers

ACS ChemWorx won the **best App/eProduct** PROSE award from the Association of American Publishers

ACS ChemWorx

> Powered by **colwiz**, ACS ChemWorx and the ACS ActiveView PDF have quickly become valuable tools for **researchers**, **authors** and journal **editors** within the ACS **global community**.
>
> ***Sarah Tegen*** - *Vice President, Global Editorial and Author Services, ACS*

# Simple implementation

Only **15 lines** of JavaScript **code**

- HTML5 – No Flash
- Quick implementation
- No upfront costs
- COUNTER compliant
- Publisher neutral
- Your content with you

Successful implementations on

HighWire Stanford University

Atypon

# Phase 2 pilot

Sign up by 30 May, 2014 for

- Free pilot with no implementation charges
- Early bird discount on on-going costs

Sign up at http://colwiz.com/publishers or speak with us at the STM.

Delivering success to

ACS Publications
MOST TRUSTED. MOST CITED. MOST READ.

Taylor & Francis Group
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Royal Society Publishing

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**Stuart Cooper**,
VP of Global Business
Publishing industry veteran

**Tahir Mansoori**,
CEO & Founder
Technology geek and Oxford PhD dropout

Now a team of 46 researchers, engineers and designers

# Time's Up!

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