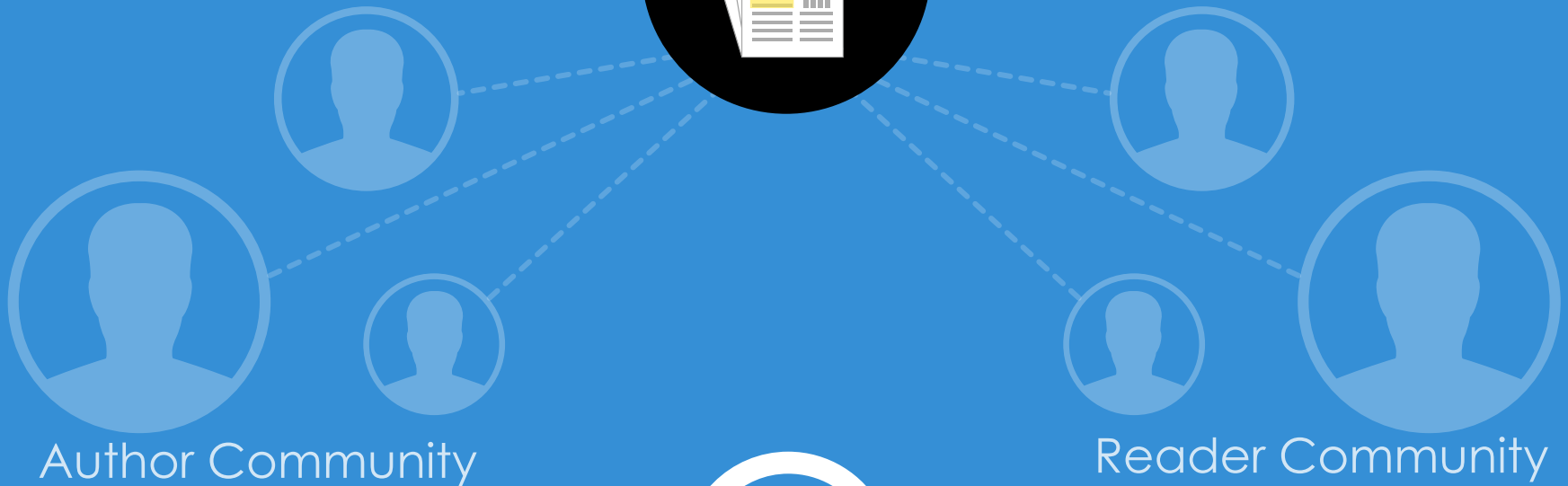


CONNECTING PUBLISHERS WITH RESEARCHERS

To increase download, retention, and submission rates



Stuart Cooper
VP of Global Business



Challenges for publishers



Emerging new publishing models



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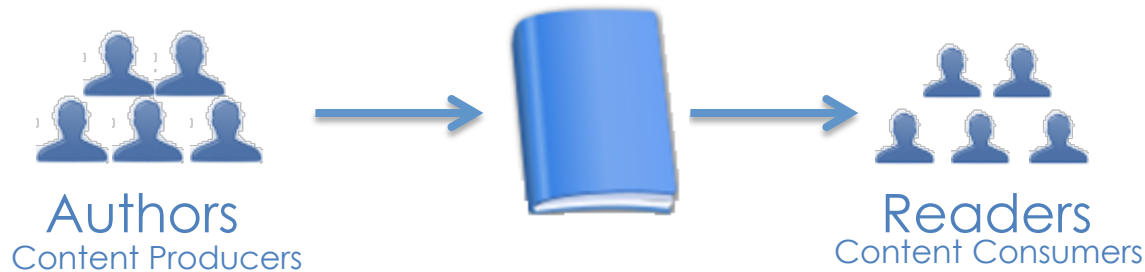


Lots of choices for Authors, Editors & Reviewers



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

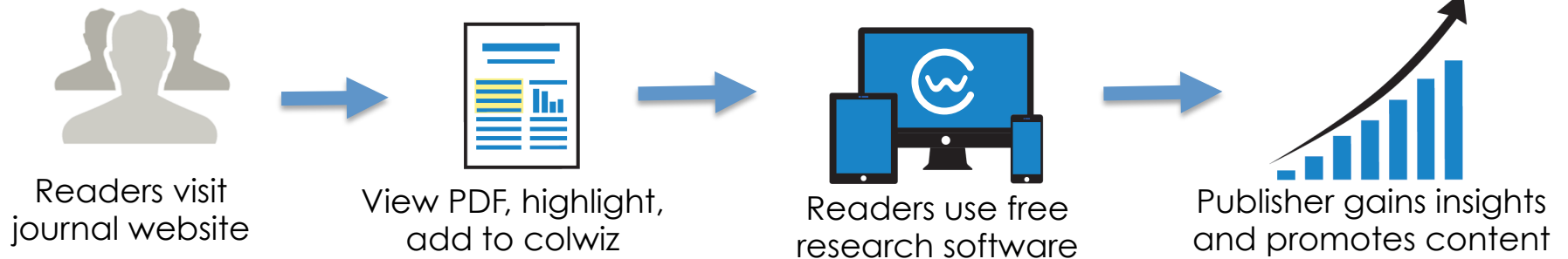
- Readers interact with authors
- Authors claim profiles and view their citations
- Automatically creates **author community**

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




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Research article: A novel O-linked glycan modulates *Campylobacter jejuni* major outer membrane protein-mediated adhesion to human histo-blood group antigens and chicken colonization

Open Biol. 2014. 4:130202. doi:10.1098/rsob.130202 (published 22

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1: Creating reader community



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Experimental selection reveals a trade-off between fecundity and lifespan in the coliphage Q β

Libertad García-Villada and John W. Drake

Laboratory of Molecular Genetics, National Institute of Environmental Health Sciences, National Institutes of Health, Research Triangle Park, NC 27709, USA

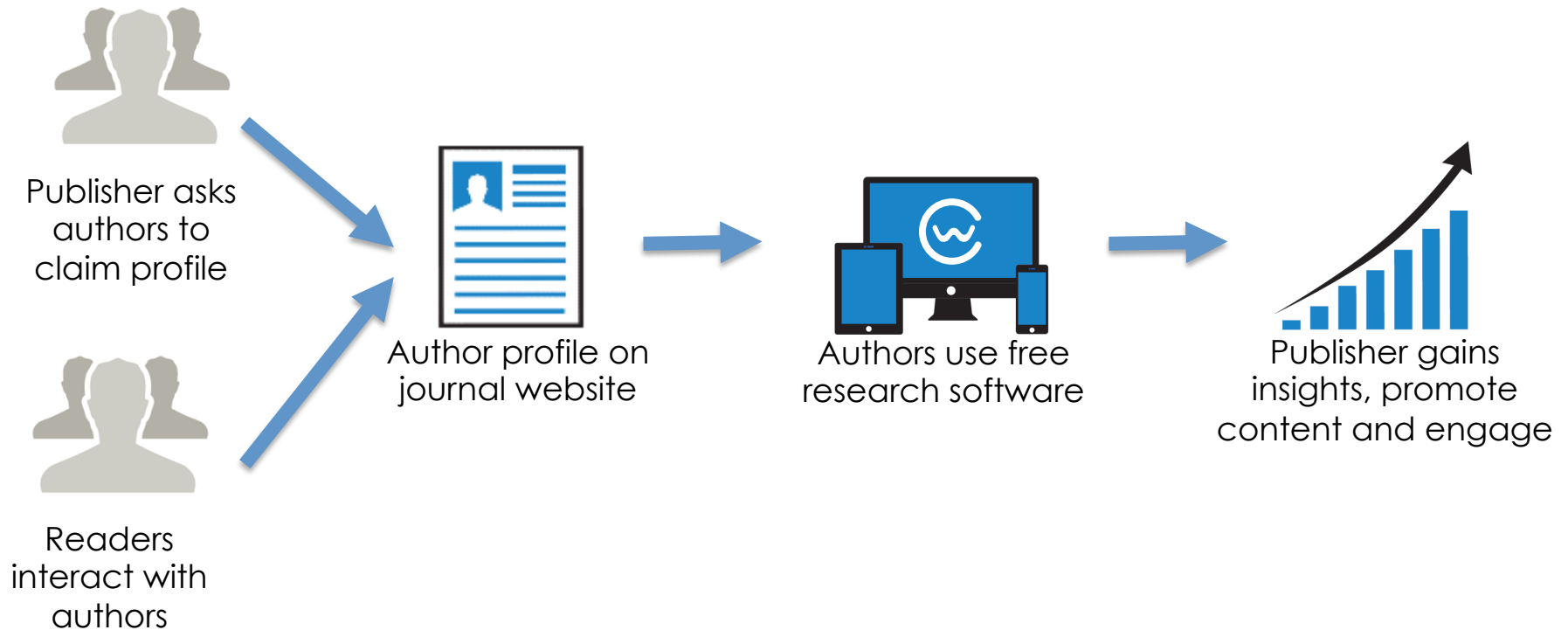
1. Summary

Understanding virus evolution is key for improving ways to counteract virus-borne diseases. Results from comparative analyses have previously suggested a trade-off between fecundity and lifespan for viruses that infect the bacterium *Escherichia coli* (i.e. for coliphages), which, if confirmed, would define a particular constraint on the evolution of virus fecundity. Here, the occurrence of such a trade-off is investigated through a selection experiment using the coliphage Q β .

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

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Research article: A novel O-linked glycan modulates *jejun* major outer membrane protein-mediated histo-blood group antigens and chicken colonization
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2: Creating author community



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

Readers interact with authors

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Empower with research software

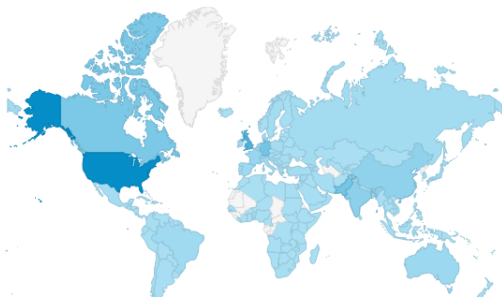


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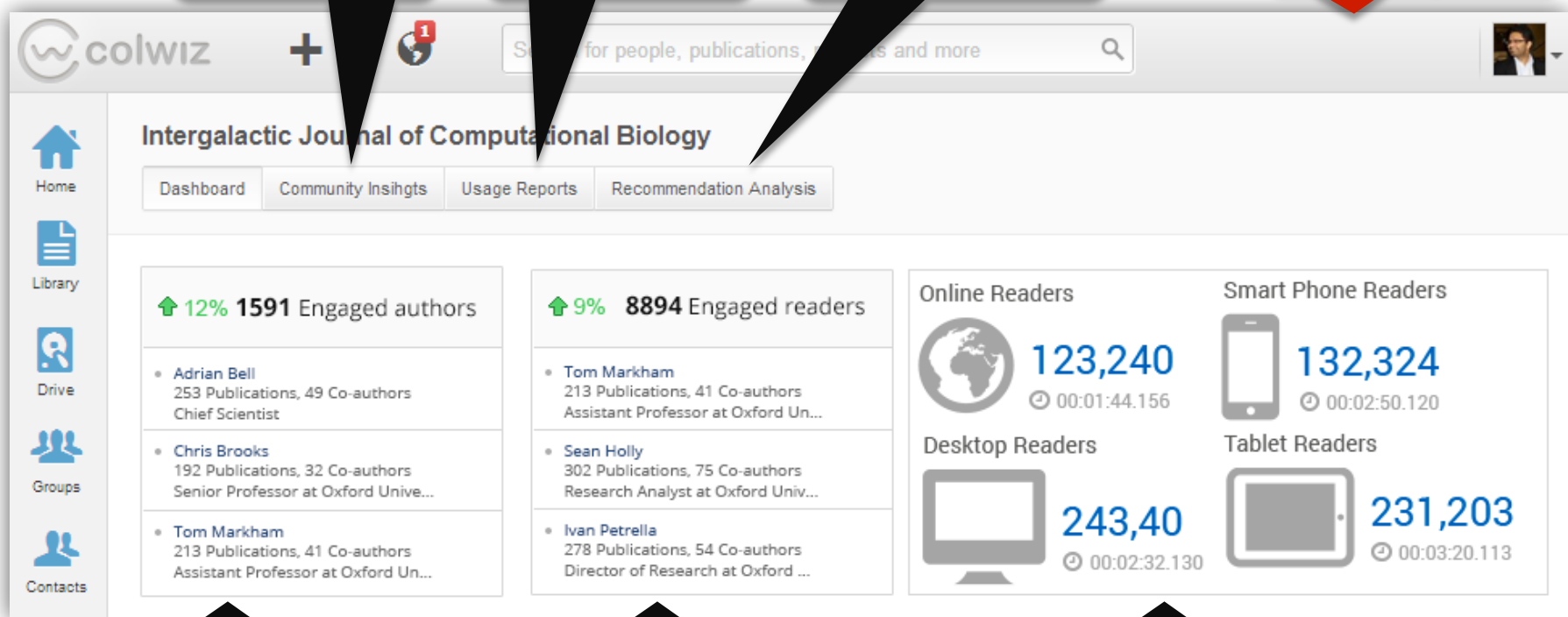
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Author community

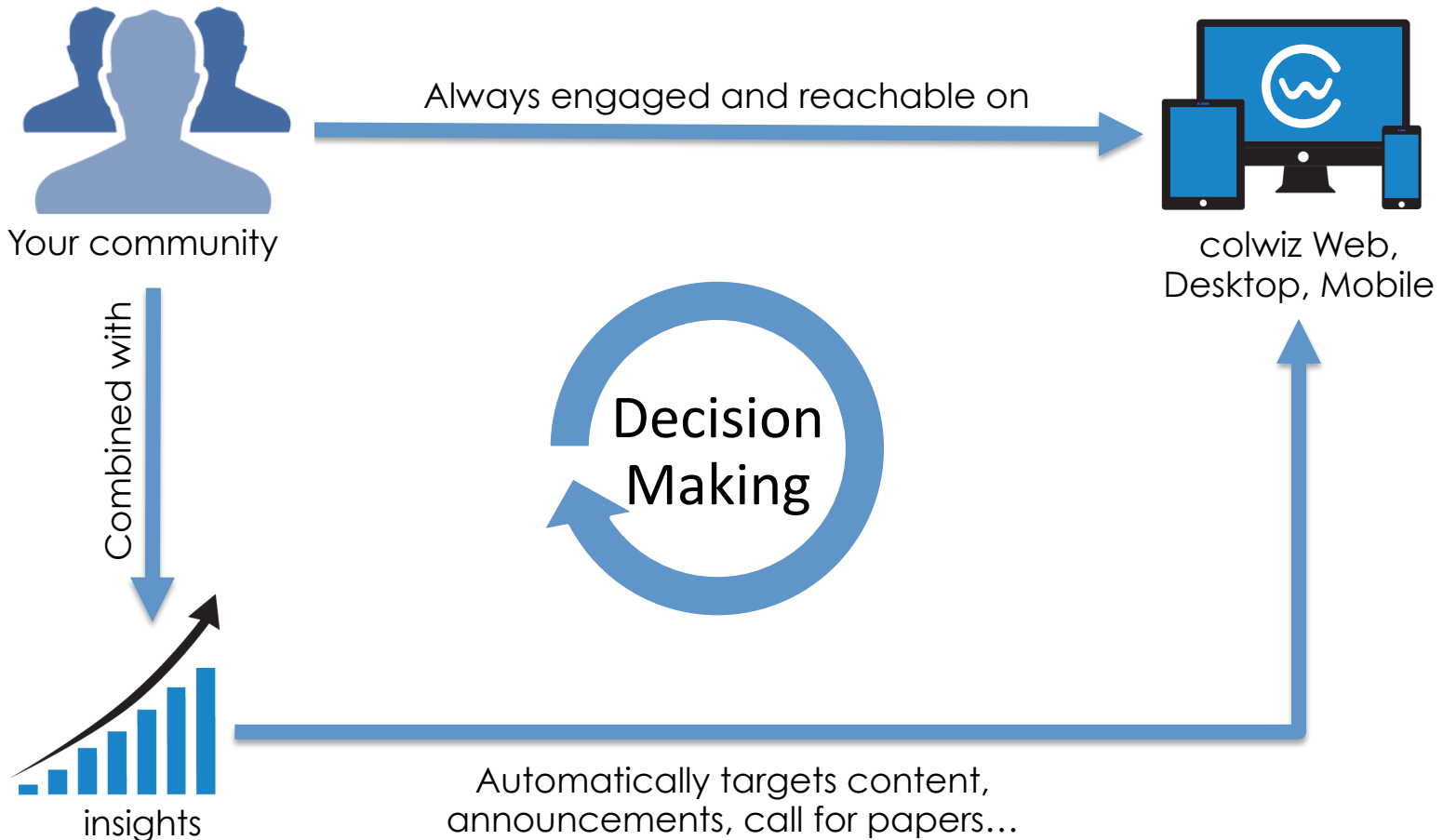
Reader community

Reading patterns

Reach business goals



Increase retention, download and submission rates



Making it a reality for publishers



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