



# Scitation

## Fast Facts and Figures

A leading online publishing platform for science and technology content, **Scitation** serves a broad customer base with a wide array of features and services. **Scitation** hosts more than 1.6 million documents from scholarly journals, magazines, conference proceedings, and other special publications in fields that include physics, chemistry, geosciences, engineering, acoustics, and more. Here are some specifics about the platform that you might find interesting.

### Relevant Statistics

- ▶ More than 185 publications hosted, including journals, books, conference proceedings, standards, dictionaries, databases, white papers, and magazines
- ▶ Publications from 30 scholarly publishers
- ▶ Four million visits per month
- ▶ More than 1.6 million articles hosted
- ▶ More than 30,000 article purchases each year via ecommerce system
- ▶ More than 340,000 institutional and individual subscriptions
- ▶ Nearly two million full-text articles available

### High Availability Systems

- ▶ 99.92% yearly uptime
- ▶ On-site data center with local redundancy via system clustering
- ▶ Secondary failover 'warm' site with live data replication
- ▶ Disaster recovery site at IBM Sterling Forest
- ▶ 24x7x365 system monitoring
- ▶ Redundant power and cooling system on site

### 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
- ▶ MarkLogic XML content server and Polopoly web content management infrastructure
- ▶ Shibboleth support (coming soon)



## 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 (now testing 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

## Research and Development Activities

- ▶ Agile development of new service features and functionality
- ▶ Dedicated Emerging Technology group
- ▶ Continued integration with social media collaboration tools
- ▶ Community building
- ▶ Semantic publishing and content enrichment
- ▶ Online books
- ▶ Publisher-controlled administrative interfaces for website, content management, and product configuration

## 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



**Questions? Contact Richard Kobel**

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