

# STM Digital Publishing Seminar Next Generation Platform & Buy Vs. Build

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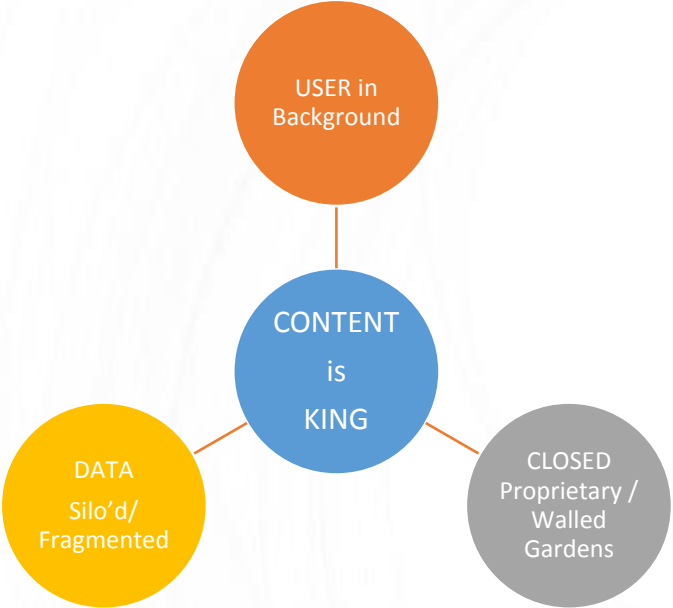
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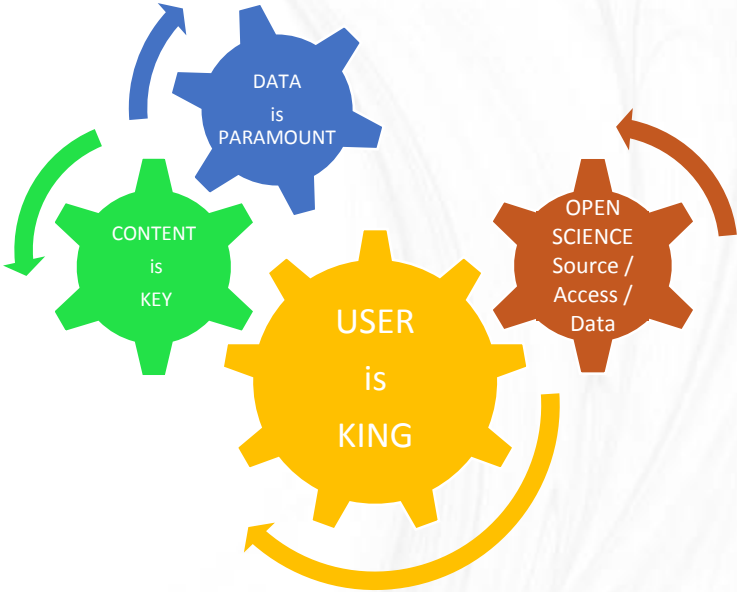
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# Competing in a New Era

*Shifts we need to prepare and plan for...*



**Sustain the Current Journals**



**Build the Future**  
New products & services  
that meet researcher needs

# User Needs are Shifting

## *Shifts we need to prepare and plan for...*

There is an ongoing shift in who pays for publishing services from the librarian to the researcher (i.e., open access).

Publishers need to adapt services to support this shift, but there are challenges that need to be overcome:

Do we know enough about our users?

- Few users create accounts and even fewer routinely log in – often, there is no incentive to log in to content hosting platforms. Most access is provided by the reader institution (IP Authentication), so most individuals need to log in only to set up alerts and purchase articles.
- User profile information is often sparse. There is more information stored in most peer review and fulfillment systems, than in platforms, but none of these systems are currently interlinked. Limited profile information makes it difficult to tailor content to users' needs and to consolidate user information from other sources.
- Many platforms can't track user behavior, which hampers the ability to fully leverage content by providing related research, data, and news and/or capitalize on contextual or behavioral advertising opportunities.

The reader doesn't have a clear view of who publishers are:

- Do not provide a unified user experience throughout services.
- There is no single sign-on (SSO).



# End User is King

*Shifts we need to prepare and plan for...*

## Possible Products and Services

- Integrated services across the researcher workflow
- Researcher Dashboard
- Enhance and leverage different types of content
- Increase integration of other content



- Keep up to date
- Collaborate
- Use researcher tools
- Fundraising/Grants



- Single sign on
- Easy access to the most current research
- Enhanced news in their area of interest
- Personalized and contextualized content based on enhanced profile

- Difficulty keeping up with scientific advances
- Multiple accounts
- Lack of tools for collecting and organizing research and related data

# Platforms need to Support

## *Increased Usage/User Engagement*

Increase the total number of unique visitors using the platform.

- Increasing user engagement to ensure platforms and products are valuable and useful to the scientific community.
- Increasing the number of users visiting sites (increasing our audience), the number of times our current users visit our site each week (increasing our returned users); or the number of pages users visit each time they come to a site (site “stickiness”) will substantially increase traffic.

### Methods to increase user engagement:

- Provide incentives (such as off-campus access) to encourage more users to create accounts.
- Expand the content footprint; index more on the platform content through strategic partnerships - ensuring it becomes more useful to our users.
- Reward users with access to free content and/or new services when they provide additional profile data.
- Leverage profile data to provide more targeted research data and news items resulting in increased usage.

# Platforms need to Support

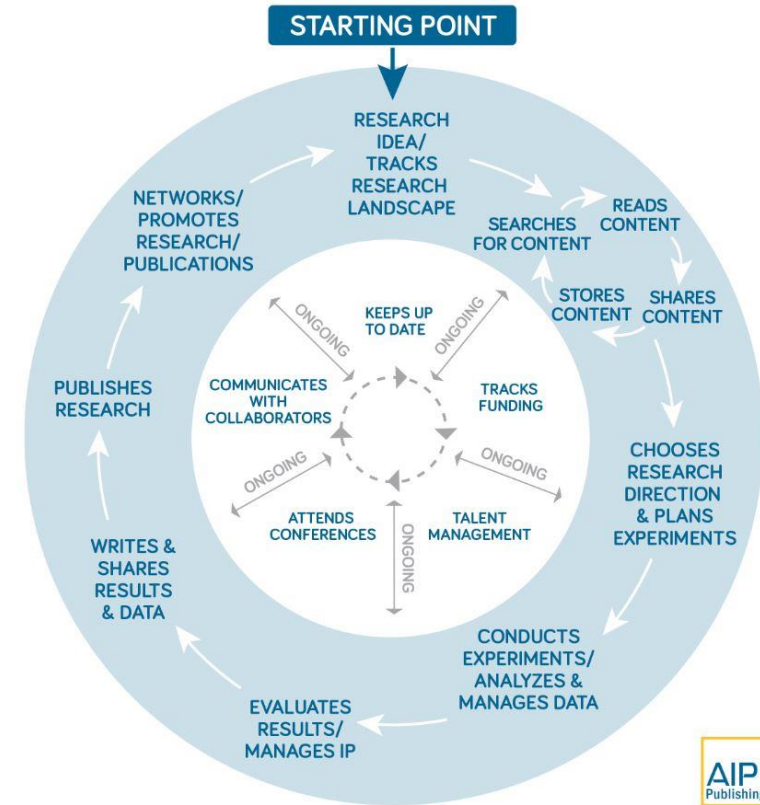
## *New Products and Services*

As business models and requirements change, the value of “just” publishing PDFs will be challenged and, ultimately, commoditized. To ensure that publishers remain relevant and continue to provide valuable services to users, we need to develop new features and experiment with entirely new products and services. The aim of this is to integrate publishers interaction with researchers from “just publishing content” to helping them perform tasks in their workflow – to give them back time and help them to be more productive and impactful.

### Capabilities required:

- A/B and usability testing: Significant changes to the site will need to be tested prior to implementation. Even small changes in layout, color, and font can have a big impact on user experience and click through rates to other content. We need to be able to test changes for a short period of time, periodically to a targeted audience (like a region of the world, via use of particular browser, etc.), and analyze the results to make decisions on the path forward.
- Quickly prototype new products as well as features: Publishers need to be able to develop prototypes of potential new features, products, and services. In the future, we expect to substantially increase the rate at which we are developing new ideas and concepts. We require a platform that can support rapid development, testing, and evaluation. Unsuccessful features should be quickly abandoned and successful features developed further and deployed into production without disrupting existing services.

### AIP Publishing Researcher Workflow



# The Way Forward

## *Capabilities of the Right Partner*

The right software development partner will support our needs to be:

Customer Centric

User Focus

Product Agile

Things to consider, traits you might look for in a strong partner:

- Be forward thinking and help publishers prepare for the emergent and future needs of researchers.
- Provide the agility and flexibility to support evolving business needs.
- Utilize modern architecture and open source development methods that are adaptable and scalable.
- Have ingrained knowledge and a demonstrated track record of using rapid, lean product development, using agile scrum and sprint process and methodology.
- Be expert and vigilant about providing engaging user experiences.
- Demonstrate a proven track record of efficient and cost-effective deployment models and appropriate operations expertise.
- Be financially stable.
- Show a strong customer portfolio with high customer retention of existing and excellent customer testimonials.
- Be a close cultural fit and willing to go the extra mile.



# The Way Forward

## *Publishers Need New/Additional Capabilities*

To be successful, publishers may need to develop expertise in the following areas.

## New Expertise

### Data Architecture and Modeling

Focus on alignment of customer data across different business systems.

### Product Management

Owner of product roadmap across its entire lifecycle.

### Web Design

Create testable betas for future iterations of platforms and new products as well as digital marketing tools.

### User Experience

Focus on user testing.

### Customer Insights and Analytics

Focus on high-level research trends.

# Buy vs. Build

## *Issues to Consider*

- Is the platform built and operated using current industry best practices?
- Is the platform appropriate and suitable for the business today?
- Is the platform appropriate and suitable for the business tomorrow?
- Can the present platform be improved in ways that provide what publishers need?
- There is not a “one size fits all” scenario for all publishers.
- Need to review/understand capabilities on both sides, publisher and vendor.

# Buy vs. Build

## A Value Proposition for Each Option

### BUILD

**What** Publishers build a platform from scratch either using an internal team OR a development partner.

**Why** Publishers want to own the platform roadmap and development, as well as own the customer journey.

Move away from a commodity solution and have more control of the product roadmap.

Have control over the build methodology – agile versus waterfall, etc.

**Impact** Flexibility will allow publishers to develop new products and services faster and to provide the foundation to fully integrate all systems and improve their management.

Increased interoperability.

Own the intellectual property.

### BUY

**What** SaaS solution for platform creation.

**Why** Publishers need to move to a stable platform and do not see a benefit to redoing what is already available in the market.

Lower cost than build.

Lower time than build.

**Impact** Less control, in some cases, but this may be shifting, somewhat.

Why “reinvent the wheel”?

A “commodity”?

# Buy vs. Build

## Pros and Cons for Each Option

### BUILD

#### Advantages

- Highest level of flexibility and innovation.
- Control of roadmap and development schedule.
- Ownership of the intellectual property.
- Best support for new product development.
- High reliability and stability.
- Modern standards-based architecture.

#### Disadvantages

- More Risk.
- More Cost.
- Longer to Launch.
- Depending on what the goals are for the platform, why build where strong base solutions exist already?
- Initial reliance on partner development team or need to staff internally.

### BUY

#### Advantages

- Satisfies current market need and some solutions are giving customers the option for more flexibility.
- Proven content delivery solution.
- Lowest overall cost for base system launch.
- Faster launch of new platform than build from scratch.
- Again, why build when there are strong existing options.

#### Disadvantages

- In most cases, less control of roadmap or development schedule.
- Doesn't always address innovation or flexibility, which may be needed for the long term.
- Higher ongoing costs to customize system to achieve business goals.
- Some options have dated platform architecture.
- Publisher may not own the intellectual property so improvements might be shared with all of the vendor's customers.

# Thank you!

## *Next Generation Platform & Buy Vs. Build*

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