

# Build and Buy

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# Buy

- Proven solution
- Technical support
- Archiving and 3<sup>rd</sup> party feeds
- Keep abreast of technology and policies

# Build

- Complete control over requirements
- Release when and what you want (and how frequently you want)
- Uniqueness is built in

# But, Build also means

- Uncertainty over release schedules
- Needs a change of mindset
- May not necessarily be less expensive
- Requires maintenance and guaranteed uptime

# Buy > High Street Syndrome





**Todd Carpenter**

@TAC\_NISO



Following

It's worth stating: If you don't control your infrastructure & your path to customers, your entire business is at the mercy of a 3rd party

RETWEETS

11

LIKES

10



8:54 PM - 18 Aug 2016

# **Publishing articles is a solved problem**

Dissemination, discovery, presentation and associated services around the content is where we can delight our users.

# **The Emerald Experience**

Product strategy for a  
medium-sized publisher



- Step 1. Know you customer/user
- Step 2. What's valuable?
- Step 3. Functional gap analysis
- Step 4. Customization

# What we learned...

- People really disliked the UX
- People really, really disliked the search
- Most people loved 'More articles like this'
- Students wanted more free content
- Students wanted shorter summaries
- Students loved indicators of authority
- Librarians wanted help implementing LDS
- There were indications that curated content was valuable to our users

# What do we want to do about it

- Valuable to whom?
- Overhaul UX completely
- Shorter summaries
- More OA content
- and much, much more 😊

# But how?

- Third-party platform vendors see us, inevitably, as one of many customers
- Prioritization can happen, with \$
- Tied to release schedules
- In house dev staff & scrum teams with access to front end functionality, but not backend

# So, what's the answer?

- Don't know!
- We have bought and want to build
- We couldn't have built from scratch
- (But there may be other options for this soon)
  - Continuum/eLife
  - PLoS?
  - Coko
  - Others, no doubt

# A third way?

- Distributed architecture
- Middleware product
- Swap in/out functionalities as required
- Dependent on good APIs

- Disruptors in STM publishing are technology-leading – not technology supporting
- We are seeing a technology-led editorial initiatives as the most interesting
  - RIO journal, Figshare, The Winnower
- Publishing is not just journals – many lessons can be learnt from non-STM publishing

# Daily Mail's Sidebar of Shame

- More like this
- Short summaries

▶ Michelle Keegan supports husband Mark Wright backstage as he DJs for a bevy of bikini-clad women in Magaluf  
Posing arm-in-arm



▶ Have you ever thought supermarket seafood must be dodgy? One doubtful shopper did and Lidl took him to Scotland to prove him wrong!  
**SPONSORED**



▶ 'She holds me down!' Drake pays loving tribute to girlfriend Rihanna as she joins him on stage  
The rapper couldn't have made his love any clearer




















## Showing results for “fatima yamaha”

### Songs

[See All >](#)

	NAME	ARTIST	ALBUM	TIME	POPULARITY	PRICE
1	 What's a Girl to Do	Fatima Yamaha	A Girl Between Two Worlds	7:26		£0.99 ▾
2	 Love Invaders	Fatima Yamaha	Imaginary Lines	6:49		£0.99 ▾
	 Half Moon Rising	Fatima Yamaha	A Girl Between Two Worlds	5:18		£0.99 ▾
4	 What's a Girl To Do	Fatima Yamaha	Defected Presents the Closing Party Ibiza 2015	7:26		Album Only ▾
5	 At the Foot of Mt. Arrarat	Fatima Yamaha	A Girl Between Two Worlds	6:16		£0.99 ▾
6	 Plum Jelly	Fatima Yamaha	A Girl Between Two Worlds	4:43		£0.99 ▾
7	 Between Worlds	Fatima Yamaha	A Girl Between Two Worlds	7:24		£0.99 ▾

Free content / Indicators of popularity / Purchase as an option (but can also rent via Music)

**Selects: Tensnake** ▶ 🔊 ⋮  
 Playlist by Mixmag  
 10 songs • 1 hour, 8 minutes

# Curated content

Tensnake is the second artist to give us his Selects. Get your sunglasses on, these tunes bring the heat.

1		The Walk (André Hommen Remix)	7:05	Tensnake	The Walk / Keep on Talking (The Remixes) - Single	House	2015
2		Keep On Turning (Motorcitysoul Remix)	8:04	Kids In the Streets	Motorcitysouled	Electronic	2011
3		Relate (The Black Madonna Remix)	6:00	Nick Höppner	Remixes - EP	Electronic	2015
4		Free Lovin	3:44	Daniel Wang	The Ballhu Years 1993 - 2008	Electronic	2009
5		Blitz Magic (Deetron Remix)	7:48	Jose Padilla	Blitz Magic (Remixes) - Single	Dance	2015
6		Pop Culture (KINK Mix)	8:42	DJ Dozia	Pop Culture (Remixes) - EP	House	1998
7		Come Out of Your Comfort Zone	5:59	Brian Ring	Movements - Single	House	2015
8		Don't Give Up on Love (feat. Sigrid Elliott)	7:00	Massimiliano Pagliara	Connection Lost, Pt. 1 - EP	Dance	2015
9		Akachi ⋮	♥ 7:35	Moscoman	Akachi / Nobody Else - Single	Dance	2015
10		Congolal	5:15	Tensnake	Something About You	Electronic	2011

# Be inspired outside of STM

- But then you need an implementation plan, or a serious buy-in (financial and cultural) to change mindset of company to something more akin to software development than traditional publishing

- Thanks

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