Build and Buy

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Head of Product, Emerald
Buy

- Proven solution
- Technical support
- Archiving and 3rd 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
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.
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
### Showing results for “fatima yamaha”

<table>
<thead>
<tr>
<th>NAME</th>
<th>ARTIST</th>
<th>ALBUM</th>
<th>TIME</th>
<th>POPULARITY</th>
<th>PRICE</th>
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<tbody>
<tr>
<td>What’s a Girl to Do</td>
<td>Fatima Yamaha</td>
<td>A Girl Between Two Worlds</td>
<td>7:26</td>
<td></td>
<td>£0.99</td>
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<td>Love Invaders</td>
<td>Fatima Yamaha</td>
<td>Imaginary Lines</td>
<td>6:49</td>
<td></td>
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<td>Half Moon Rising</td>
<td>Fatima Yamaha</td>
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<td>5:18</td>
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<td>Album Only</td>
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<td>Fatima Yamaha</td>
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<td>7:24</td>
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</table>

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

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

<table>
<thead>
<tr>
<th>1</th>
<th>The Walk (André Hommen Remix)</th>
<th>7:05</th>
<th>Tensnake</th>
<th>The Walk / Keep on Talking (The Remixes) - Single</th>
<th>House</th>
<th>2015</th>
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<td>Kids In the Streets</td>
<td>Motorcitysouled</td>
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<td>3</td>
<td>Relate (The Black Madonna Remix)</td>
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<td>Nick Höppner</td>
<td>Remixes - EP</td>
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<td>Blitz Magic (Deetron Remix)</td>
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<td>Jose Padilla</td>
<td>Blitz Magic (Remixes) - Single</td>
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<td>2015</td>
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<td>Come Out of Your Comfort Zone</td>
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<td>Brian Ring</td>
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<td>Massimiliano Pagliara</td>
<td>Connection Lost, Pt. 1 - EP</td>
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<td>Moscoman</td>
<td>Akachi / Nobody Else - Single</td>
<td>Dance</td>
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<td>5:15</td>
<td>Tensnake</td>
<td>Something About You</td>
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</table>
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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  – @hooHar