What’s new on the Platform scene?
Market Trend 1...

1. Large buyers of eContent (Institutions, libraries) have become more demanding, therefore requiring constant progress in platform’s sophistication.

- A branded platform for both eBooks and eJournals
- ePDF, ePub compatibility
- A choice of authentication options
- A choice of business models
- Features for visually impaired users
- Collections creation/management
- Imprints management
- A sophisticated search tool (full text search)

- COUNTER usage statistics / MARC records
- Online access or/and download (with / without DRM)
- A number of additional features to pick & choose from
- Data-harvesting
- THEMA, COUNTER, SUSHI
- Marketing Widgets

- CMS
- Multi-languages
- LMS integration
- EDI
- eVideo integration
- Advertising integration
- Multi-publishers platform
Market Trends 2

1. Most platforms need to further develop the integration of eBooks and eJournals features on one platform, leading to:

   • Investors' entry

   • More consolidations/acquisitions
Consequence

1. High entry barrier leads to very few new entrants in the platform business.

2. Platform suppliers using traditional technology need to keep investing in new developments finally paid for by their clients.

**COSTS and PRICES of traditional technology unlikely to go down in the future**

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The Problem

Time-wise and money-wise, most Publishers cannot afford to develop their own eBook/eJournal delivery platform.
Traditional suppliers of platforms

1. Are built on traditional technology...
   - New development for each customer. Sometimes using a template.

2. Lack flexibility...
   - Use templates leading to poor customising capabilities.
   - Make adaptation to each customer’s needs is time consuming.
Traditional suppliers of platforms

3. Rarely accommodate both eJournals and eBooks together...

• Traditional or large suppliers are either:
  - eJournal website suppliers expanding to include eBooks
  - Suppliers of eBook websites

• eBook solutions offered by eJournal suppliers are functionally limited

• Smaller & cheaper suppliers rarely provide the same range of eJournal features

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Traditional suppliers of platforms

4. **Are too expensive...**
   - Entry fee for a platform with both eBooks and eJournals can easily exceed £100,000

5. **Have been designed and upgraded to suit large publishers’ needs...**
   - New features developed to answer largest publishers’ needs
   - Many features are unnecessary for smaller publishers who could do with a cheaper solution

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cloudpublish.co.uk
Traditional suppliers of platforms

6. **Do not provide free periodic updates as part of their service...**

   - Updates are not included in development/set-up fee and often charged at a high price
   - Unless they pay for updates, Publishers run the risk that their websites become rapidly obsolete (ex: full text search)

7. **Can be in the hands of competitors...**

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Consequence

1. Publishers will only be able to answer their customers’ requirements at an increasing cost.

2. Small and medium size Publishers will be at a competitive disadvantage vs large publishers who can finance elaborate eBook & eJournal websites to sell their eContent, regardless of its nature and quality.

3. Many will not be able to distribute their eBooks and eJournals themselves and will suffer further.
The Market Needs

An eBook & eJournal solution that is:

1. **Sophisticated**, with all the features and tools required by libraries
2. **Reliable**
3. **Flexible**
4. **Affordable to all Publishers**

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The Breakthrough

Cloud Publish®

A 123Library Service

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What is Cloud Publish®?

An innovative and unique API-based Cloud technology enabling Publishers to deploy their bespoke eContent platform powered by a shared advanced software.
What can you do with it?

1. Create a proprietary branded platform for both **institutions and individuals**.

2. **Power your existing website** with CloudPublish technology.

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How does it work?

1. All Publishers websites share a common “engine”.

2. Each Publisher can pick and choose tested features from our Cloud library and integrate them with CloudPublish’s API.
Benefits?

1. A very **large choices** of tools & features.

2. **eBooks and eJournals** easily integrated on the same website.

3. **Great flexibility** for Publishers to design the website they wish.

4. Higher **reliability**.
Benefits?

5. **Quick** development.

6. Much **lower** development costs.

7. **Reduced** maintenance costs.

8. **Updates and new developments** deployed simultaneously to all customers.
Pricing model...

- License fee.
- Set up fee depending on specifications.
- Monthly fee proportional to the number of pages uploaded.
- All inclusive of...
  - UPDATES
  - MAINTENANCE
  - HOSTING