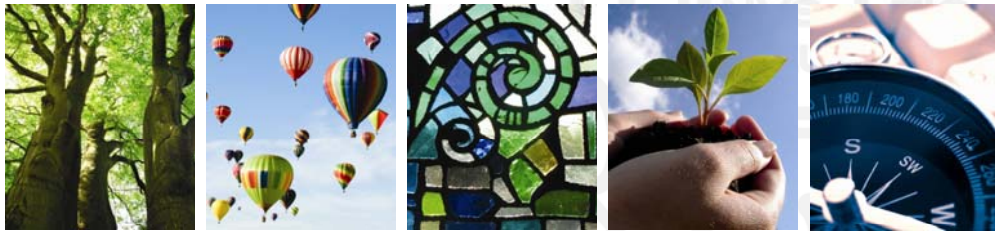# SPARC Japan
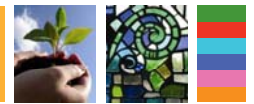
How Operations support OUP's business

Pam Sutherland
Operations Director

31 July 2009
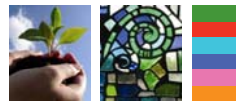

Agenda

1 Challenges facing the market

2 Challenges facing the University Press
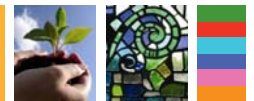
3 Operations at OUP

4 How Operations can help
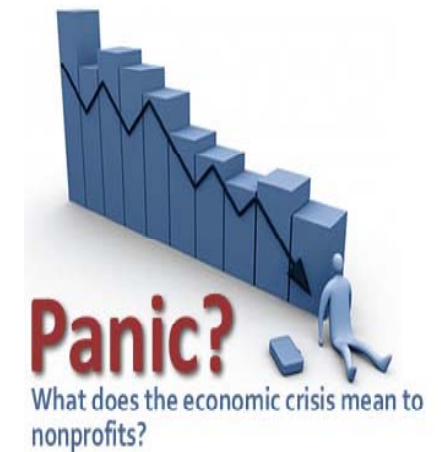

How Operations support OUP's business

1 Challenges facing the market

2 Challenges facing the University Press
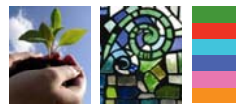
3 Operations at OUP

4 How Operations can help

Global economic downturn

- Effects on the market
  - Budget cuts
  - Endowment reduction
- Geographical variability
- Outlook for the future

Panic?
What does the economic crisis mean to nonprofits?
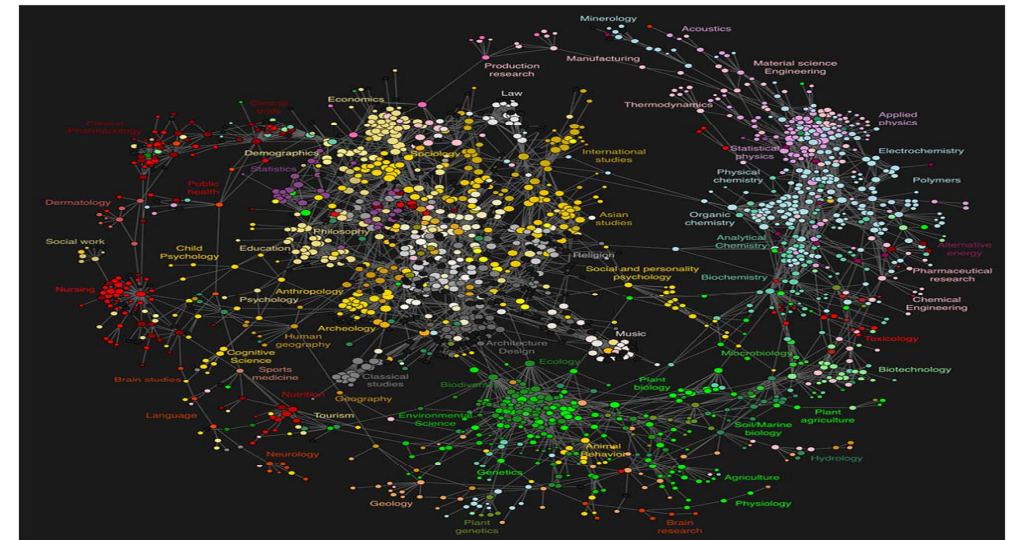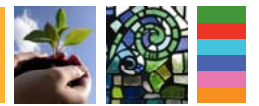
Changing business models

- Moving content from print to online
- The need to invest in new technologies
- How to ensure your content is discovered
- Making use of new online features
- The place of the publisher in the online research world of the future

Map of Science

New competitors

Substitutes

How Operations support OUP's business

1	Challenges facing the market
2	Challenges facing the University Press
3	Operations at OUP
4	How Operations can help

Challenges facing the University Press
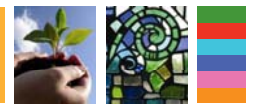
Problems associated with lack of scale

- 70%+ of library budgets spent on big deals
- Ability and funds to invest in new technology
- Economies of scale

Problems associates with University Press status and ethos

- Increased need from parent institution for Press to be self financing
- Need to change rapidly to meet new market conditions

How Operations support OUP's business
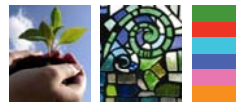
1	Challenges facing the market
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OUP Organisational chart

OUP

- International Publishing Divisions
- UK Publishing Divisions
- Central Services *Legal, Finance, IT*

UK Publishing Divisions:
- Educational
- English Language Teaching
- Journals
- Academic

Journals:
- Publishing
- Sales and Marketing
- Finance
- Operations
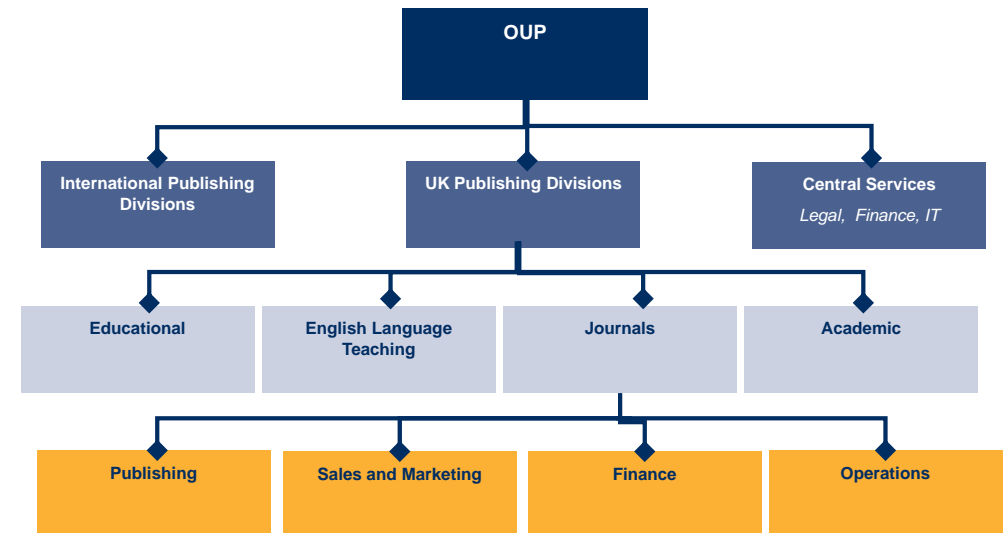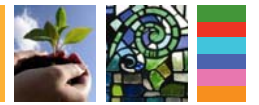
Operations at OUP - Journals
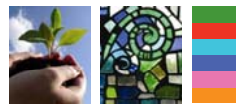
Journals Operations Group (JOG) was formed 1 Jan 2008 charged with providing to the Journals business operational services that were:

- Customer-focussed
- Efficient
- Cost effective
- Consistent with the quality of the Oxford Journals brand

The scope of the services provided encompasses:

- Customer Services
- Production
- Journals IT
- Research (from 1 April 2008)

Operations at OUP - Journals
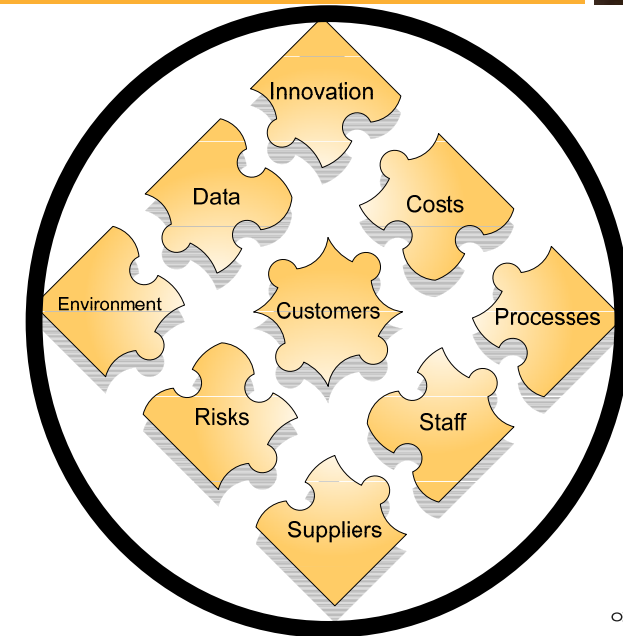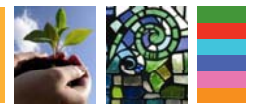
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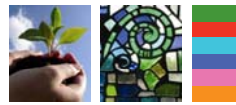
1	Challenges facing the market
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Reduce costs and increase speed
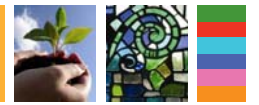
Manage quality

- Journals Operations has successfully achieved certification in ISO 9001:2008
- ISO 9001:2008 is the internationally recognized, independently audited standard for quality management
- In order to achieve the certification Operations had to demonstrate processes which resulted in customer satisfaction, and which were being continually improved in response to customer and other feedback
- Customer groups include authors, readers, librarians and editors

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Support innovation

OXFORD OPEN

OXFORD JOURNALS
OXFORD UNIVERSITY PRESS

Invest in standards

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Platform – acquire scale

Oxford Journal online includes:.

- The Oxford Journals website – general information, subscriptions prices and shopping basket, information for societies, authors, librarians, and advertisers: www.oxfordjournals.org.
- A country specific website for Japan: www.oxfordjournals.org/japan
- Over 235 online journal websites, hosted by HighWire Press
- HighWire hosts 71 of the 200 most-frequently-cited journals publishing in science, contains nearly 6 million articles from over 1,250 journals, and is currently the largest repository of free full-text life science articles in the world, with 1,918,532 free full text articles.
- Publishers who use HighWire share a common philosophy. We share our experiences and knowledge, and the relationship is beneficial for all.

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Platform - partnership approach

John Sack
Director and
Associate Publisher
HighWire Press,
Stanford University

"OUP has always been a leader among the publishers HighWire works with—and, indeed, among all scholarly publishers—in moving forward on technology, publishing and editorial strategies. OUP's careful planning and nimble actions have also helped to shape and lead HighWire's development and growth and it is a pleasure to work with OUP to tune our online services to the societies we both serve. We look forward to continuing this partnership in innovation which will be crucial in the advancement of scholarship worldwide."

Platform - technology features

For Readers
- ✓ **Full text HTML** – as well as PDF
- ✓ **Advance Access** – articles published online ahead of print
- ✓ **e-Letters** – readers submit online responses to articles (moderated)
- ✓ **Keyword-in-context** – search results show text surrounding hits
- ✓ **Citing articles** – what articles have cited this one?
- ✓ **Alerting** – eToCs, CiteTrack
- ✓ **Collections** – browse journal articles by subject
- ✓ **Automatic extracts** – for articles without abstracts
- ✓ **Online calendar** – details of conferences, events, legislation etc. can be submitted by editors or readers (moderated)
- ✓ **PowerPoint downloads** – import figures directly into PowerPoint
- ✓ **Toll-free reference links** – read the full text of HighWire-hosted, referenced articles for free
- ✓ **Athens authentication**
- ✓ **Pay-per-view** – buy access to individual articles or issues online
- ✓ Download content to **PDA**
- ✓ **Continuing Education** (CE/CPD) online tests related to articles

For Authors
- ✓ **Electronic Offprints** – receive a toll-free link to your article on publication
- ✓ **Data Supplements** – upload supporting research data including audio and video
- ✓ **Author data site** – view information about your article's usage
- ✓ **Online article submission** – electronic editorial office support
- ✓ **Optional Open Access** – publish your article under an OA licence

For the Journal
- ✓ **Visibility** – full text Google & Google Scholar indexing
- ✓ **Standards compliance** – full text XML, Counter, OpenURL, OAI-PMH
- ✓ All articles assigned **DOIs** and submitted to **CrossRef**
- ✓ **Digitized archive** – your journal online back to volume one, issue one.
- ✓ **Perpetual access** – to the years subscribers pay for
- ✓ **Long term preservation** – available to institutions using LOCKSS caching
- ✓ **Flexible access control models** – including access from external websites
- ✓ **Security** – prevents systematic downloading of journal content
- ✓ **Data distribution** – to third party aggregators via OAI-PMH
- ✓ **RSS web feeds** – for content syndication and updates to desktop news readers
- ✓ **PDF cover pages** – include a branded cover in downloaded PDFs
- ✓ **Cover art** – journal cover illustrations featured online
- ✓ **Online advertising** – ad campaigns with click-through statistics
- ✓ **Technology partner** – HighWire Press provides the leading-edge technology for Oxford Journals online

OXFORD JOURNALS
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Platform – continuing development

H20 is the new HighWire platform :

- Easier to brand
- Standards based approach
- Converts all content to XML
- Faster to experiment
- Replaces current ageing infrastructure

All Oxford Journals will be migrated onto the H20 platform by the end of 2009

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Thank You

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+44 (0)1865 353228

Questions