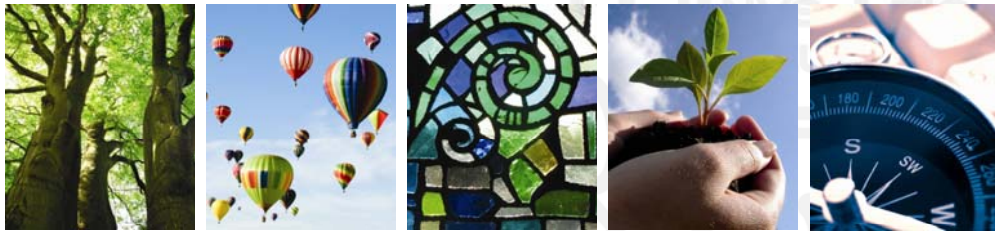


# SPARC Japan

How Operations support OUP's business

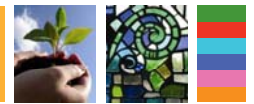


Pam Sutherland  
Operations Director

31 July 2009



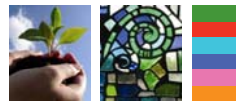
## Agenda



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



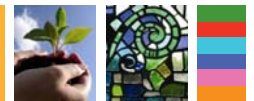
## How Operations support OUP's business



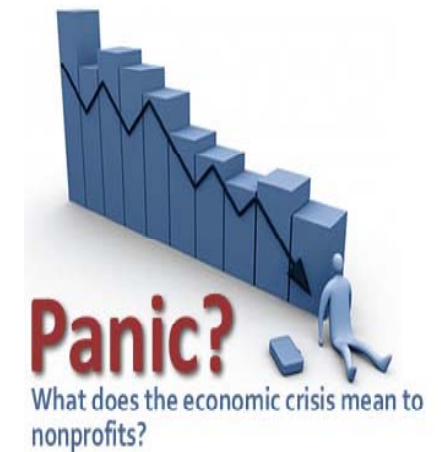
- 1 Challenges facing the market
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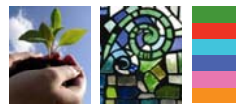
## Global economic downturn



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



# Changing business models

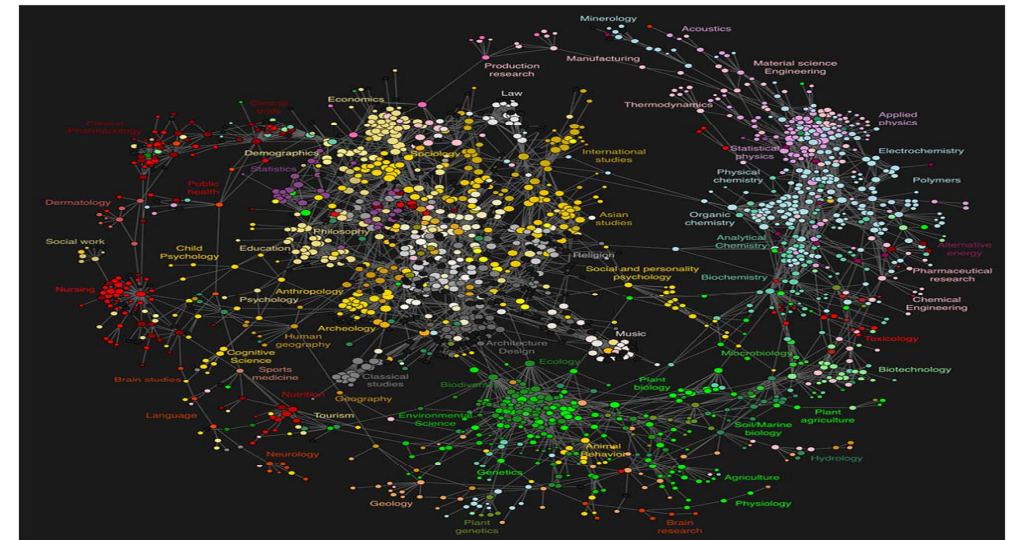
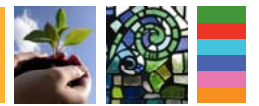


- Moving content from print to online
- The need to invest in new technologies
- How to ensure your content is discovered
- Making use of new online features
- The place of the publisher in the online research world of the future



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# Map of Science



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# New competitors



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a peer-reviewed open-access journal published by the Public Library of Science

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- New Formulation of Paraquat: A Step Forward but in the Wrong Direction?
- Eliminating Human African Trypanosomiasis: Where Do We Stand and What Comes Next?
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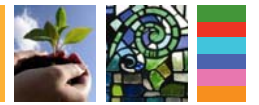


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# Substitutes



**JAIR**  
Japanese Institutional Repositories Online

2009/07/27 Number of Organizations : 121, Number of records : 700,165

News

- You can search Institutional Repositories in Japan. -> [more](#)
- NII launched JAIR. (2009/04/01)

Simple Search | Advanced Search

Results per page: 10 | Sort by: Year(Descending) | All | Include Full-text

Content types

<input checked="" type="checkbox"/> Journal Article (186,812)	<input checked="" type="checkbox"/> Thesis or Dissertation (38,372)
<input checked="" type="checkbox"/> Departmental Bulletin Paper (282,306)	<input checked="" type="checkbox"/> Conference Paper (45,692)
<input checked="" type="checkbox"/> Presentation (1,762)	<input checked="" type="checkbox"/> Book (15,591)
<input checked="" type="checkbox"/> Technical Report (3,235)	<input checked="" type="checkbox"/> Research Paper (11,605)
<input checked="" type="checkbox"/> Article (27,593)	<input checked="" type="checkbox"/> Preprint (258)
<input checked="" type="checkbox"/> Learning Material (4,010)	<input checked="" type="checkbox"/> Data or Dataset (600)
<input checked="" type="checkbox"/> Software (8)	<input checked="" type="checkbox"/> Others (82,321)

Organizations

Click on "Specify organization" to display or hide the complete list of organizations.

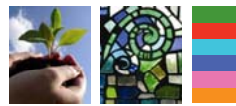
Contents used well

米田 誠, 栗山 勝, 松永 昌子  
自己免疫性機本疾患の臨床・免疫学的研究 (総説)  
福井大学 重点研究成集2009 -明日への挑戦-, 2009-03-31

成西 光輝  
近代日本の人種ステレオタイプの形成過程とアイリディアに対する現代的観念の研究  
科学研究費補助金基礎研究 (C)(2)研究成績報告書, 平成12年度-平成14年度, 2003-3

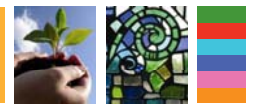
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## How Operations support OUP's business



- 1 Challenges facing the market
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## Challenges facing the University Press



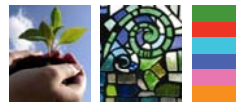
### Problems associated with lack of scale

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

### Problems associated with University Press status and ethos

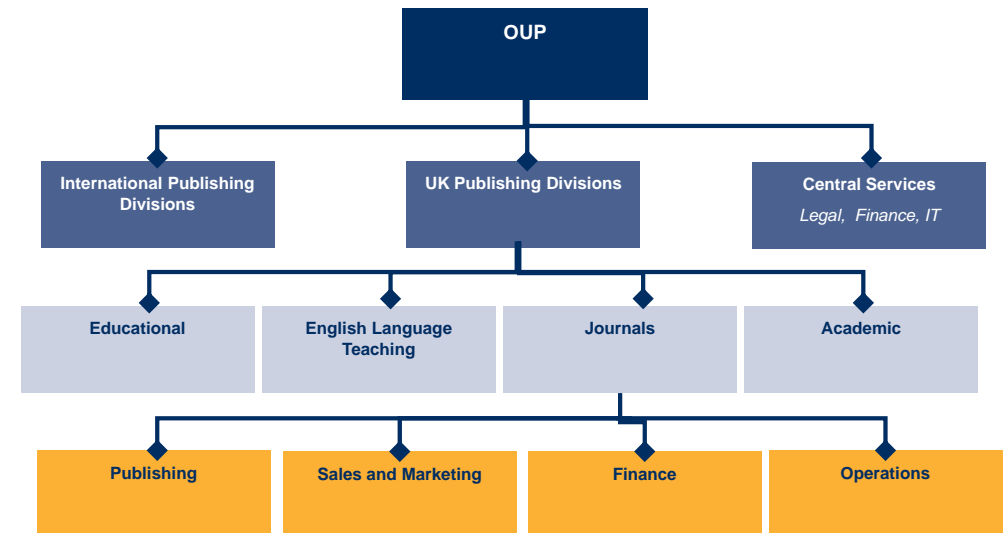
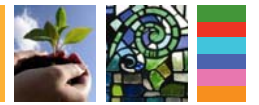
- Increased need from parent institution for Press to be self financing
- Need to change rapidly to meet new market conditions

## How Operations support OUP's business

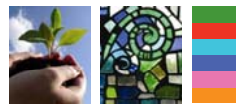


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## OUP Organisational chart



## Operations at OUP - Journals



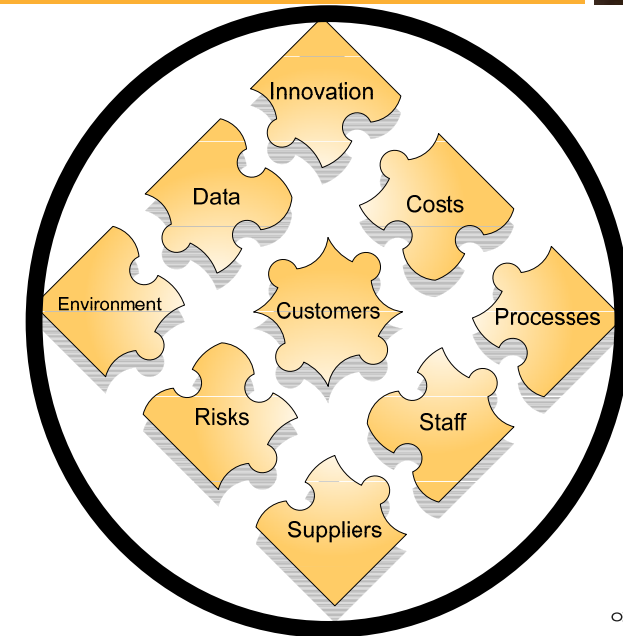
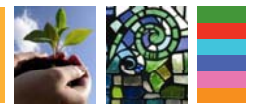
**Journals Operations Group (JOG) was formed 1 Jan 2008 charged with providing to the Journals business operational services that were:**

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

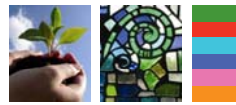
**The scope of the services provided encompasses:**

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

## Operations at OUP - Journals

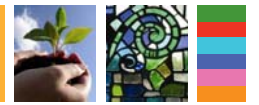


## How Operations support OUP's business



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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

Senior management commitment to customer service and quality processes is highly evident. The management team place a great emphasis on reporting and monitoring of internal and external performance together with customer feedback processes

*CI Audit report May 2009.*



## Support innovation



## Invest in standards



Online Property: Certificate of Activity  
For the period: 1 June 2008 - 30 June 2008

Property Name: www.oxfordjournals.org

### 1. Total Qualifying Worldwide Traffic:

	Daily Average	Total
Media:		
Unique User/browsers	221,699	4,972,833
Page Impressions	661,582	19,847,470
PDF Impressions	154,139	4,624,167



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The Authoritative E-Resource Knowledgebase



//NLM//DTD



Web Accessibility  
initiative



## 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](http://www.oxfordjournals.org).
- A country specific website for Japan:  
[www.oxfordjournals.org/japan](http://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.



## 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



## Platform – continuing development

### H2O 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 H2O platform by the end of 2009



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# Thank You

Pam Sutherland  
Operations Director

Pam.Sutherland@oxfordjournals.org  
+44 (0)1865 353228

Questions

Q&A