

Tools for Continuously Improving Literatum Site UX and Release Stability

Continuous improvement

Atypon is continuously improving site performance and the quality of major and minor releases using best practices in software development and best-of-breed testing automation tools.

Automated product and site testing help us:

- Roll out new releases more smoothly and improve their stability
- Ensure new bug fixes do not adversely affect existing functionality
- Keep UIs consistent across all browsers and devices
- Analyze and audit search engine optimization (SEO)

The benefits of testing automation tools include:

- Increased site performance
- Compliance with accessibility standards
- Best-practices SEO
- Optimized web pages
- Faster device- and browser-specific bug resolution
- Faster functional fixes

Automated testing tools



Aided by Jenkins Servers and Allure Reports



Offer **Atypon's** **new suite of** **researcher tools** to your readers to widen the reach of your brand



Now in beta!

Free to researchers
and publishers

Discover

A real-time feed with the latest articles and news relevant to each researcher puts your content in front of the readers who need it most, widening your audience.



Author

An all-in-one, project-based writing and collaboration tool that automatically formats submissions to your guidelines, reducing your production time and costs.



Connect

A single login for the content and tools that researchers use daily streamlines access to your content and reduces anonymous website visits.



Putting publishers
where science gets done,
not just displayed

All Atypon researcher tools will work seamlessly across publishers and integrate easily with researcher's existing tools.

atypon.com

18 July 2019



Manuscripts

The simple authoring tool for complex documents

Manuscripts is a free, easy-to-use authoring tool that lets users attach, execute, and interact with the code and data behind their research, making it ideal for scholarly authors.

Built-in custom journal templates reduce publication costs by properly formatting submissions.

For publishers

- A valuable **free** service to offer your authors
- Submission templates automatically enforce your journals' formatting, reducing editorial time and costs
- Branded landing pages make your templates easily accessible to authors
- Direct links to your journal submission system attract Manuscripts authors

For authors

- A fast, one-click submission process to hundreds of journals
- Over 8,000 built-in journal templates that automatically format submissions
- A familiar, intuitive word processing interface with features specifically for academic content
- Compatibility with the most popular file formats for uploading existing documents
- Executable figures, tables, and code for reproducible results
- Verifiable document revision histories

Manuscripts is free and open source

manuscripts@atypop.com
@manuscriptsapp

Now in beta

Coming soon:
**Literatum
integration!**

Manuscripts' technology will also deliver and execute code and data directly on your Literatum website.

ATYPON

22 July 2019



Personalized content discovery and delivery

powered by machine learning

Scitrus is a **free** discovery app designed to combat information overload.

Scitrus personalizes the way **researchers and practitioners** discover the content they need, helping them keep up with the ever-growing volume of academic literature. Its social media-like feed offers a **single destination** for discovering the most recent and relevant **research and news** in their fields—while filtering out the noise.

How does Scitrus work?

- Lets users choose the disciplines, fields, and topics they want to follow
- Curates content published daily from over 30,000 authoritative sources across the web
- Prioritizes it by relevance in a personalized, social media-type feed
- Links back to your website, **increasing traffic** and regularly introducing **new readers** to your brand
- Uses artificial intelligence to improve the feed's relevance based on users' interactions with it.

Promote your content beyond your current readership—to those who need it most.

Free for researchers and practitioners!

Special enhanced distribution offer for publishers

Branded channels

Give members and readers access to your own branded channel within Scitrus that delivers only the papers, events, news, and announcements that you want to promote.

LITERATUM

It's not just for journals

Atypon's Digital Objects technology lets you move all your content to Literatum.

Literatum supports every type of content. And all content types can be tagged, targeted, discounted, promoted, bundled, and sold as easily as a **journal article**.

Hosting multiple content types on Literatum lets you:

- Improve discoverability with integrated search
- Cross-sell and upsell across content types
- Increase site traffic and the visibility of your journal content
- Justify an increase in your ad pricing
- Lengthen site visits and deepen engagement with your brand

Contact your Account Manager about implementing Digital Objects on your website.

Content types supported by Literatum

- articles
- blogs
- books
- computer code
- images
- interactive data sets
- journals
- magazines
- music
- news sites
- online courses
- podcasts
- practice guidelines
- presentations
- proceedings
- standards
- technical documentation
- videos
- white papers

and many others....

Modular, automated, end-to-end publishing to support Open Science

Now in development
for publishers of all
sizes and disciplines

Atypon is reconfiguring our authoring, collaboration, submission, and content hosting technologies to create a streamlined workflow designed specifically for open research, and both open and paid access.

What makes it different?

End-to-end: From authoring to publication in one direct, streamlined process

Digital-first: Helps publishers evolve beyond the legacy processes and transactions that were designed for print

Modular: Components work in conjunction with, parallel to, or in place of existing, traditional workflows

Plug-and-play: Integration with leading production and editorial systems as well as author services

Hybrid: Add new components incrementally, to achieve a fully digital workflow

Affordable: Efficient, unit-based pricing and automated print output put industry-leading technology within reach for *all* publishers

Supports Open Research:

- publishes data and code
- pre-publishing for immediate dissemination and early feedback
- real-time updates and status-based article badging
- open peer review

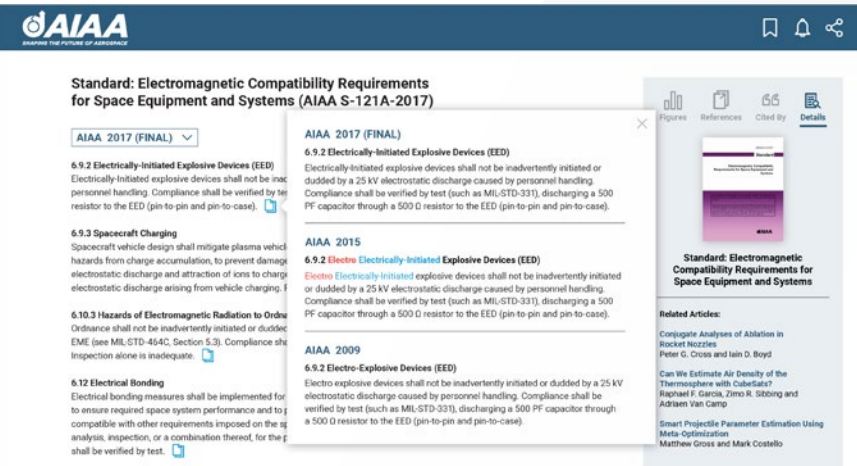
A complete, component-based workflow
to support new and changing publishing priorities.

LITERATUM

Create New Revenues from Reference Manuals, Guidelines, and Standards

Atypon's **Living Document** technology gets critical updates to trusted reference documents into the hands of practitioners faster.

Online updates show readers what's changed from one version to the next—and the next.



The evolution of standards guidelines over three editions

Bridge the gap between print editions with a new subscription-based service to online updates.

Publishers benefit from

- A new source of recurring revenue
- A simpler way to keep your publications current
- Enhanced product value

Your readers get a more productive user experience

- The most up-to-date information in their field available
- An easy way to compare content across multiple editions
- A clear and detailed record of official changes to your publications

LITERATUM

Creating, Hosting, and Selling Online Exams Directly from Literatum

Now in development

Literatum integrates with Moodle, Blackboard, Canvas, and other industry-standard learning management systems (LMS), making it easier for you to package, license, and sell course material to institutions. Instructors can then add your content to their courses—without adding another login for students.

Benefits for publishers and their customers

- Provide students with direct content access—without logging in
- Include course, supplementary, and assessment materials, including books and articles
- Let educators easily build exams with any type of content, including video, audio, and data sets
- Create coursework packages by combining content on Literatum and third-party platforms
- Construct new exams on the fly from a preset pool of questions
- Control access to and fees for each course
- Give students immediate scoring and feedback
- Add and edit questions directly on Literatum
- Offer accreditation and continuing ed exams to your members, directly from Literatum

A one-time LMS setup gives librarians access to current and future purchased content—without assistance from an LMS administrator

Literatum's Digital Objects technology supports learning objects: tag, target, discount, promote, bundle, and sell course content as easily as a journal article.



Atypon Connect

A single scholarly login to publisher sites and researcher apps

A Connect account is a unique scholarly identity that's secure, passwordless, and works from any device, anywhere—on campus or off. It lets readers move seamlessly across their research universe. And it can work alongside CASA—and the solutions proposed under STM's RA21 initiative. The key difference is that Connect supplies publishers more data about your visitors.

Benefits for publishers

- **Know your readers:** Unlike CASA and RA21, Connect provides your visitors' identities
- **Improved user experience:** Increased traffic from users who prefer seamless access
- **Deters out-of-copyright usage:** Researchers access legitimate content—directly from its source
- **Standards-based:** Easy integration with your site
- **Open to all publishers:** Increases value for your readers

Benefits for researchers

- **A single login:** No need to remember multiple passwords
- **Secure** against phishing and weak password attacks
- Lowers **barriers to research**
- **Complete control** of access to your **personal data**

Become an early adopter of Atypon Connect

The more publishers that adopt it, the better the researcher experience.

Get Connect-ed

connect@atypon.com

Launching Q4 2019


Free for
researchers *and*
publishers

Atypon Connect partners

 CODE OCEAN

 REMARQ
FROM REDLINK

 AUTHOREA

 Manuscripts

 SCITRUS

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22 July 2019