



ATYPON 2020

“Not only is it important to ask questions and find the answers—as a scientist, I felt obligated to communicate with the world what we were learning.”

— STEPHEN HAWKING

“Science and everyday life cannot and should not be separated.”

— ROSALIND FRANKLIN



Scientific societies
are the lifeblood of scientific learning.
Atypon shares their common goal:
Making scientific knowledge
quickly and easily accessible
for everyone.

Atypon
is entering
a new era

We are all participants in an industry with increasingly divergent views among its key stakeholders—society and commercial publishers, authors, researchers, funders, and institutions. Changes in how investment flows to research and how content is disseminated, evolving practices and expectations for content ownership and sharing, and a growing need for higher-fidelity research artifacts are creating friction as well as challenges to the sustainability of existing practices and organizations.

Together with our clients, Atypon is entering a new era. We have begun to work with societies and publishers to reenvision how they can continue to play their critical role of supporting scientific progress and the effectiveness of professionals and practitioners while harmonizing with the evolving needs of other stakeholders in the scholarly publishing ecosystem.

As we listen to our customers and learn from the professionals and academics who produce and use their content, we see tremendous opportunities to simplify workflows and reduce complexity while deepening support for research and drawing greater attention from the right audiences. We have developed a unique set of capabilities—not only through our technologies but in our team and our industry relationships as well.

We are ready to help publishers build a better value proposition with tools that bridge gaps in technologies, eliminate barriers to productivity, and unlock the full value of content.

I Collaborative

We believe that in order to continue to thrive, our industry must move toward solutions that are cooperative, cross-publisher, cross-platform, open, and available to publishers, societies, researchers, libraries, universities, funders—everyone working in pursuit of scientific, technical, and medical knowledge. The health of any one publisher is in many ways contingent on the success of the entire industry, and as a partner to publishers, we recognize our role in supporting that cooperative spirit.

Atypon's technology roadmap reflects a distillation of the needs and ideas of our clients, who represent a large and diverse swath of the industry and whose input we solicit regularly. Because our solutions aim to serve and benefit the entire scholarly publishing community, we hold summits and focus groups with librarians, researchers, and publishers beyond our client base. We host these forums to ensure that the solutions we engineer reflect the full scope of industry needs. We are also open-sourcing some of our researcher-focused technologies to enable others to build on them.

By understanding the needs of more stakeholders, we are seeking to provide products and platforms that enable more effective collaboration.

“Atypon technology goes well beyond our publishing platform. My team is building new solutions that map directly to the goals that our clients share with us, such as connecting publishers with their end users sooner and making those relationships last.”

—Eleni Lialiamou, Vice President, Product Management

II Diversified

Publishers are realizing that to fulfill their mission of maximizing the impact of their research, they must produce and distribute a wider variety of content types and formats to attract and engage audiences.

In many cases, single-purpose tools and systems have arisen to address these requirements, leading to operational inefficiency and poor discoverability. Atypon provides platforms that support unified workflows and content management strategies for content creators and publishers, an approach that saves time and effort, improves organic search rankings, and offers cross-promotion opportunities that can increase readership and revenue.

Our clients who have migrated content such as books, proceedings, blogs, videos, magazines, and podcasts to their journals platform experience more traffic and higher user activity rates. Their new revenue-generating products and services cut across content types and often make use of existing content.

“We’re able to support any type of content a client may have. That gives me enormous flexibility when I fashion solutions to the business challenges they’re facing.”

—Anna Charisi, Senior Solution Architect

“Imagine being able to author, publish, share, discover, organize, and discuss—all from a seamlessly integrated toolset. That’s the kind of technology I wish I’d had as a researcher, and those are the kind of products I’m working on at Atypon.”

—Nikos Nanas, Product Manager

III Open

There is growing agreement that science must be open to be impactful and authoritative. While the industry seeks to identify new revenue and funding streams to support these requirements, Atypon is incorporating efficient solutions into our platforms. We are helping publishers shift away from bulk institutional sales toward an article-based economy, and to support a larger set of research artifacts that uphold the FAIR data principles of findability, accessibility, interoperability, and reuse.

We're enabling authors to include code and data in their manuscripts to aid in reproducibility and enabling societies to publish executable versions of those artifacts with the final paper. To improve transparency, publishers can make peer review reports available alongside the published article. Integrated pre-publication workflows give research earlier visibility. We are also moving toward the launch of a unique scholarly ID to enable researchers to manage privacy settings and move freely across online sites and services—an effort that will require broad industry participation to succeed.

Atypon sees the current industry transition as an opportunity to play a larger role in how information flows across the ecosystem and to enable efficiencies and collaboration that will help publishers to thrive.

“I was dissatisfied with the tools for authoring complex scientific manuscripts available when I was in graduate school. That experience informs the work I do at Atypon, where I'm helping to build new productivity tools for improving the way researchers do science.”

—Alberto Pepe, Director of Product Development, Data Science

IV Intelligent

A typon R&D focuses on the branches of artificial intelligence that make knowledge more discoverable and easier to understand, whatever form that knowledge takes. Machine learning is helping publishers identify new markets, make content more discoverable, monetize that content, and ultimately shape their publishing strategy. It is also helping researchers allay information overload by connecting them to the right content sooner.

The fruits of Atypon's R&D will help professionals find and understand the answers to their questions more easily, aid practitioners in clinical decision-making, and let funders track impacts for better policy planning and execution. Soon Atypon websites will summarize articles and read those summaries aloud, and natural-language search will provide an alternative to keywords, making research more productive and content more impactful and accessible.

“My work applies AI technologies to improve academic learning, and that extends to demystifying AI and helping publishers exploit it in their business. Our partnerships with R&D experts from around the world have been especially instructive and yielded awards in international competitions for the practical application of AI technologies.”

—Hong Zhou, Director of AI Products and Research & Development

V User-oriented

At the Atypon Design Studio in Athens, Greece, UX designers with a deep background in STM publishing have developed a sophisticated design-and-build framework that accelerates the launch of impactful publication websites. Beautiful, intuitive designs and user experiences are modeled on the most successful consumer sites and reflect extensive, discipline-specific end-user testing. We apply our design framework to the creation of all content products, which are then integrated into a unified brand concept and backend management system.

We know from data gathered by our clients that the websites we develop for them deliver measurable results—improved user satisfaction, increased e-commerce revenue, longer site visits, and engagement beyond PDF downloads.

The Atypon Design Studio created the user interfaces of our in-browser eReader, which enables professionals to rapidly find, extract, save, and share information, online or off. As part of our service, we convert our clients' articles and chapters into EPUBs automatically. We then take the extra step of designing individualized presentation templates and typography for each book or journal to match its unique personality and brand.

“Readers intuitively appreciate the quality of well-designed books and journals. While accessibility remains paramount, digital editions should be just as beautiful as print. A great online experience is a delicate balance between including the visual elements of print that convey authority while excluding those that diminish usability.”

—Joshua Pyle, Vice President of Content Reproduction

VI Productive

A typon is helping publishers and authors be more productive with solutions that benefit multiple stakeholders in concert.

By providing researchers tools with which to create, submit, discover, and share content, Atypon is building pathways that make it easy for publishers and researchers to interact. We are using automation to replace mundane, repetitive tasks such as document conversion and metadata entry, and providing shared infrastructure between authors and publishers that maintains journal-specific article requirements and ensures properly formatted submissions.

Atypon is helping publishing societies become more nimble and responsive, with technologies that can be combined, deployed, and adapted to engineer a wide range of solutions. Our technologies have been integrated with scores of third-party systems in our customers' existing technology stacks, streamlining not only content publication but how it moves through a publisher's own ecosystem before and after it's distributed.

“I see academic content from a unique perspective—when it's still unformatted data. My work improves the accuracy of how content is converted from one format to another, and I measure our success by how invisible our work remains to end-users as well as how much time it saves publishers.”

—Dorothy Hoskins, Solution Architect and Content Specialist

“The more clearly we can focus our attention on the wonders and realities of the universe about us, the less taste we shall have for destruction.”

— RACHEL CARSON

“To me there has never been a higher source of earthly honor or distinction than that connected with advances in science.”

— ISAAC NEWTON

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“Contribution to shared knowledge is one of the few ways we can transcend our limitations as individuals to make a lasting impact on the human condition.

At Atypon, we’re not creating distractions, appealing to consumerism, or building nice-to-haves—we are engineering technology to help researchers accelerate the discovery and improve the communication of new knowledge.”

— Marty Picco, General Manager, Atypon

“Every great advance in science has issued
from a new audacity of imagination.”

— JOHN DEWEY

ATYPON

Twenty-five years of technology in the service of scientific communication