

ATYPON



Publishers can serve their readers  
better when they know who they are

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Director of Sales

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connect

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- Users control what profile data Connect shares with publisher sites and third-party services they visit
- **Publishers can now uniquely identify users coming from institutions**

A woman with dark, wavy hair and glasses is sitting at a desk, looking down at a laptop. She is wearing a dark leather jacket over a brown turtleneck. The background is a soft, out-of-focus grey. The overall tone is professional and focused.

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A day in the life of a researcher,  
Katerina, *without* Connect

**5** separate user accounts

**5** logins

# Challenge #1: For Researchers and Practitioners



LOGIN #1

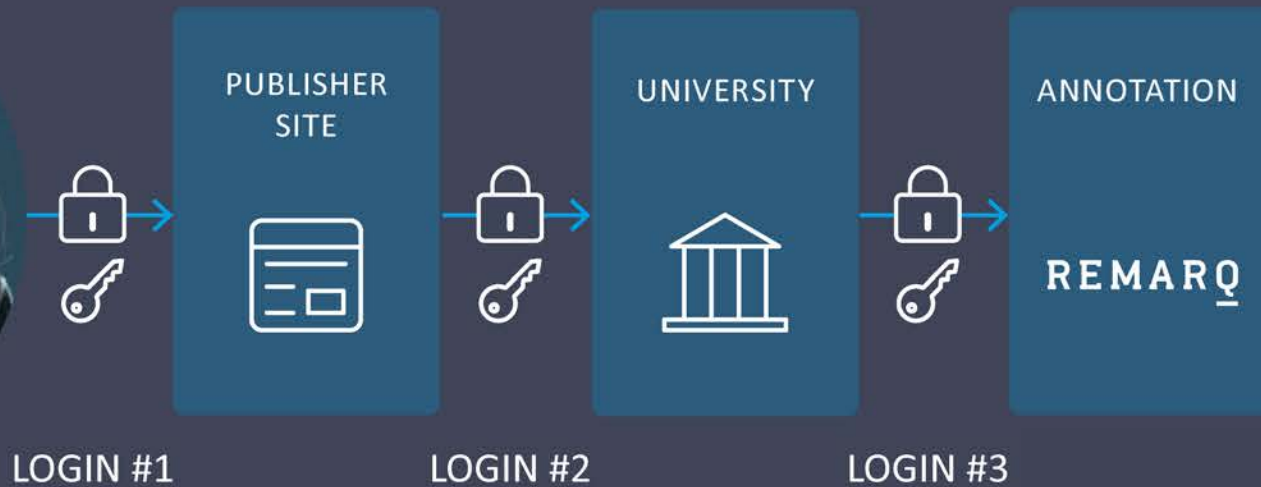


# Challenge #1: For Researchers and Practitioners





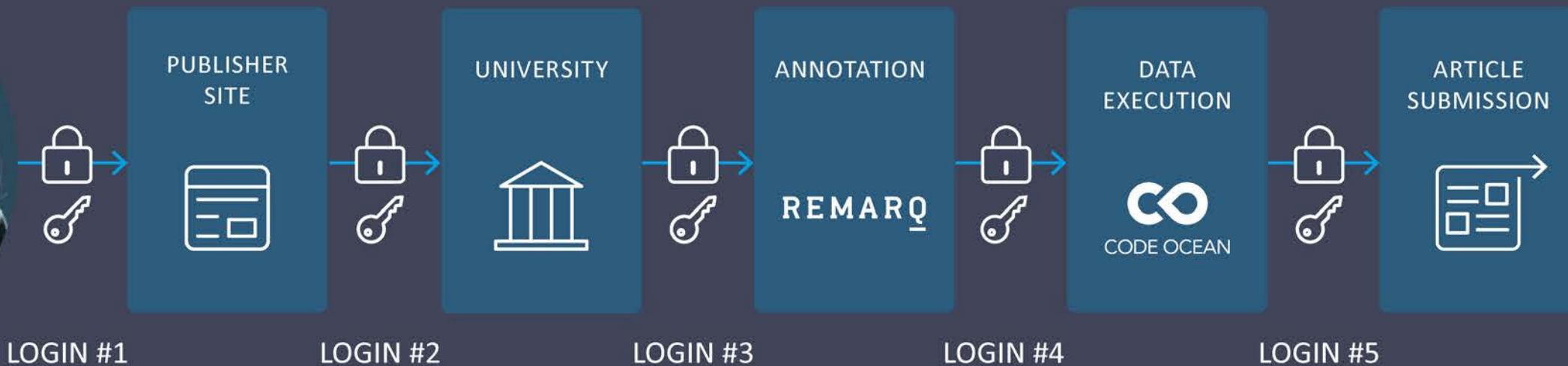
# Challenge #1: For Researchers and Practitioners



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# Challenge #1: For Researchers and Practitioners



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## SOLUTION



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- 1 Connect user account
- 5 websites and applications
- 0 logins

A day in the life of Katerina—  
*with Connect...*



ZERO LOGINS



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# How researchers & practitioners manage Connect



connect

# Awesome

PUBLISHING

## Sign In

to continue to Awesome Publishing



Email

---

Continue



## Verify email

A temporary code was sent to your email.  
Check your inbox and enter the code below to continue.

Enter your temporary code

Continue

No code received? [Get a new one](#)

[< Back](#)





## ACCOUNT SETTINGS

## Record account activity



## Searchable Profile

In collaborative applications, such as Manuscripts, users can search for my name and invite me to collaborate



## Marketable Profile

My e-mail address can be used for communication related with the marketing of new products and services



j.smith@gmail.com

## Demographic Data

The demographic data of my profile (birth, location) can be shared with the applications where I login with my Connect account



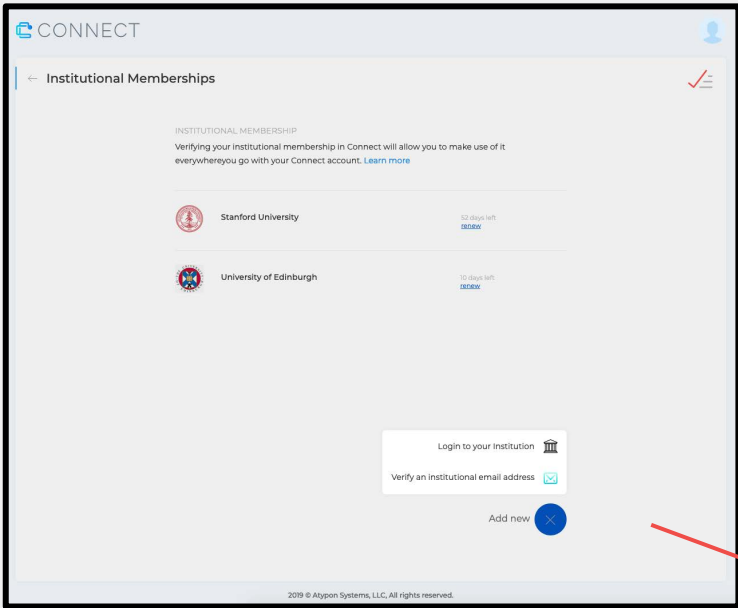
## Institutional Memberships



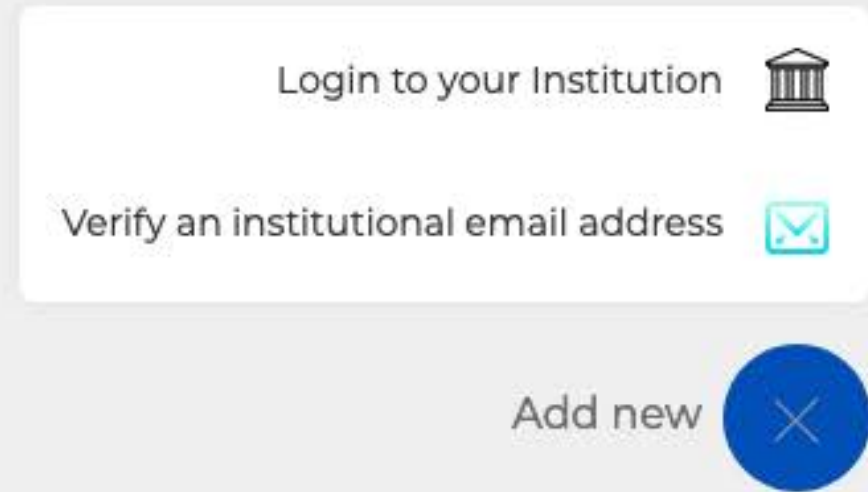
## Email address and Name



Users choose what personal data gets shared with the websites they visit



They affiliate their institutional identities





← Network & Apps

My network Atypon applications



ONE ACCOUNT, ACCESS TO ALL


Discover new researcher applications and publisher sites in the Connect Network. By connecting with a network member, you authorize Connect to share your profile with them. Your information will be used in accordance with their respective terms of service and privacy policies. You can remove this connection at anytime in your account settings.

Users choose the sites, services and apps that can be used with their Connect account

 **Chapman & Hall**  
www.chapmanandhall.com Connect

 **Wiley** Last seen yesterday Revoke  
www.wiley.com

 **Addison-Wesley**  
www.addisonwesley.com Connect

 **World Scientific Publishing**  
www.world.com Connect

 **Addison-Wesley**  
www.addisonwesley.com Connect



## Benefits to researchers & practitioners

- **Eliminates the frustration of repetitive logins**
  - No need to create or type “yet another login”
- **Puts users in control of their personal data**
  - They choose what info is shared with websites
  - Transparent security and privacy settings
- **Stays with users through career/affiliation changes**





## Benefits to researchers & practitioners

- **Fast and easy account creation**
  - Use ORCID or Google ID to register
- **Private**
  - Connect has no visibility into a publisher's user data and activity
- **FREE**





## **Challenge #2: For publishers**

### **Publishers don't know users that only authenticate by IP**

- Personalized services are underutilized
- Publishers cannot monetize audiences effectively



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## Solution

Tells you who your visitors are—without requiring them to authenticate every time.

When publishers know who their users are, they can better serve them.

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## Benefits to participating scholarly sites and services/apps

- Provides visitors' name, email and affiliation (optional)
- Incentivizes users to register with your site
- Improves users' experience on your site
- May help curtail visits to pirate sites



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Benefits to  
participating  
scholarly sites  
and  
services/apps

Give users instant access to apps and plug-ins directly from your site—**without a separate login**

AUTHOREA

 MANUSCRIPTS

 SCITRUS

REMARQ

FROM REDLINK



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**Built to scale up**



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## Connect is...

- **Secure**
- **GDPR-compliant**  
Grade “A” industry certification in vulnerability testing, within top 5–10%
- **Built on open standards**  
Uses OpenID Connect and OAuth2, not proprietary technology



## Connect is...

### **Backed by Atypon's investment**

- Committed to the success of Connect
- Launching a campaign to boost adoption among researchers, practitioners, publishers, and technology providers

### **Supported by librarians**

- Positive feedback from 2019 Charleston Conference Librarian Focus Group
- Excited about improvements to off-campus access and increased use of library resources

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## What we heard in Charleston



Atypon Connect was met with interest and approval at a **Charleston Library Conference** focus group

*“A dream product for researchers.”*

*“It’s almost too good to be true.”*

*“Looking forward to the full rollout of this resource.”*

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GetFTR

Connect

RA-21/  
Seamless Access

CASA

## Making sense of new industry initiatives

- All can work in tandem, some are even complementary
- All support the industry's goal of making online resources easier to access
- The more widely they are adopted, the more effective they are

The scholarly ecosystem  
benefits from **all four**

Functional comparison	Connect	Get FTR	RA21 / SeamlessAccess	CASA
What it identifies	WHO the user is	What <b>CONTENT</b> a user is entitled to	To which <b>INSTITUTION</b> the user belongs	What <b>CONTENT</b> a user is entitled to
What it does	Provides seamless access to publisher sites and apps for institutional and individual users	Provides seamless access to articles via institutional entitlements	Simplifies access to articles via institutional entitlements	Provides seamless access to publisher sites for institutional users
What sites it works from	Publisher sites and researcher apps, plugins, and services	Aggregation, discovery, and syndication services	Publisher sites	CASA: Google Scholar only U-CASA: Publisher sites
What institutional authentication it supports	IP and federated (Shibboleth)	Federated (Shibboleth)	Federated (Shibboleth)	IP
Gets users' explicit consent before using their data?	<b>Y</b>	<b>N</b>	<b>N</b>	<b>N</b>
Shares user identities with the sites they visit?	<b>Y</b> <i>per user's stated preferences</i>	<b>N</b>	<b>N</b>	<b>N</b>
Who knows what users have read across sites	No one	Aggregation, discovery, syndication services using GetFTR	SeamlessAccess.org	Google



## Become a participating *Connect* site

Wide adoption will make Connect more useful for its users when it formally launches in Q1 2020

Atypon simply adds the Connect login option to your site

Contact [connect@atypon.com](mailto:connect@atypon.com)



connect

Eliminating barriers  
to research  
industry-wide



Q&





# Engage 2019 Europe

ATYPON USER CONFERENCE

@atypon  
atypon.com  
info@atypon