

## Rightslink Earns High Marks from the University of Chicago Press for its Online Licensing and Permissions Capabilities

Founded in 1891, the University of Chicago Press is the largest American university press. The Journals Division publishes periodicals and serials in a wide range of disciplines, including several journals that were the first scholarly publications in their respective fields. Online since 1995, the Journals Division has also been a pioneer in electronic publishing, delivering original, peer-reviewed research from international scholars to a worldwide audience.

In keeping with its mission to disseminate the scholarship as widely and efficiently as possible, the Journals Division had long hosted its own online content. However, the desire to offer its users more sophisticated online tools than the mid-sized not-for-profit organization was able to deliver, such as more robust search features and a wider variety of access options, drove the decision to source an external service provider for content hosting. It was during these vendor discussions that the Press decided it wanted its new online platform to include an automated, point-of-access permissions processing system. The new system would make it easy for users to get permission to use its content and enable the Journals Division to process routine reprint and permissions requests more efficiently, freeing its modest licensing staff to handle complicated reprint orders and large orders that required a hands-on sales effort.

Coincidentally, at about the same time Journals Division managers were making their service provider selection, a licensing representative from Copyright Clearance Center (CCC), the world's largest provider of text licensing services, contacted them regarding Rightslink. Rightslink is a complete licensing solution that enables customers to order reprints and obtain reuse permissions directly from the point of content, 24 x 7. "Rightslink fit in perfectly with what

we were trying to do," recalled Kate Duff, the licensing and permissions manager for the Journals Division. "Not only did Rightslink dovetail with our plans, but working with CCC was very attractive to us because we had worked with

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*Kate Duff  
Licensing & Permissions  
Manager, Journals Division*

them for years and knew that they were a trusted partner with an excellent track record."

After an extensive tendering process, the Journals Division selected Atypon Systems, Inc., a leading provider of e-publishing solutions, to develop an integrated publishing platform for its online journals content, hosted at [www.journals.uchicago.edu](http://www.journals.uchicago.edu), and Rightslink to streamline its online licensing and permissions activities. The Journals Division tapped CCC and its Rightslink implementation group to integrate Rightslink with the Atypon platform.

"The Rightslink team was impressive," noted Duff. "They kept everything running smoothly. What's more, they were able to help us think through a lot of things that we hadn't considered, such as options that we might want to include. With CCC, you really feel like you're dealing with an organization you can trust and that gets your business needs.

As a not-for-profit our needs are different than some of our commercial counterparts. We're very much mission driven, therefore everything we do has to be evaluated in terms of our mission. CCC has always been very flexible and understanding of that."

In the six months since going live with Rightslink on its new platform, the Journals Division has seen order volume for reprints and permissions increase by 17% compared to the previous six months, and expects to see continued growth in order volume and added revenue. However, according to Duff, the biggest benefit Rightslink is providing is helping the organization enhance customer satisfaction.

"The fact that we implemented Rightslink was a big advantage for the segment of our user base that's already familiar with this automated solution, particularly agencies that are working on behalf of pharmaceuticals and related medical industries," said Duff. "They just love the speed at which they can clear permissions because they are often working on very tight deadlines and don't have two to six weeks to wait."

In addition to reducing response time from weeks to minutes for permissions orders and helping to generate new revenue, Rightslink has also played a major role in improving the Journals Division's operational efficiencies. Whereas reprint and permission orders previously came into the organization via phone, fax and email and were handled manually by personnel in two separate departments, Rightslink has helped centralize and automate the division's licensing operations—from secure order processing, to workflow management and real-time reporting, to royalty payments. "Knowing that we have CCC's staff there to handle the collections function, especially the follow-up on overdue accounts, has been another big advantage," added Duff.

In recent months, while utilizing Rightslink's publisher reporting tools, Duff and her team discovered that they were getting a number of reprint requests that couldn't be processed through Rightslink, specifically electronic reprints.

Because electronic reprints or eprints weren't listed on the Rightslink drop down menu, customers wanting this type of reprint were redirected to the Journals Division's customer service department where staff would process the orders manually. Highly satisfied with Rightslink's performance thus far, senior management at the Press recently decided to put more traffic through the system, and will soon expand their implementation to include eprint orders. In addition, Rightslink will also be used to handle large volume reprint orders once processed manually by the licensing staff.

According to Duff, the Journals Division is exploring even more ways to leverage Rightslink moving forward. "Rightslink fits into our online strategy and it supports our mission because it removes barriers for reuse of our content and helps us facilitate our customers' needs."



#### About Copyright Clearance Center

Copyright Clearance Center, which is celebrating its 30th anniversary, creates innovative licensing solutions for the seamless sharing of knowledge.

CCC's licensing services, combined with its Web-based applications and tools, allow tens of millions of people in corporations, universities, law firms and government agencies to use and share published information with ease. Since its founding as a not-for-profit company in 1978, CCC has created and expanded the markets and systems that facilitate content reuse and the distribution of royalties to publishers and authors around the world. By offering rights to millions of the world's most sought-after publications, the company plays a major role in the global knowledge economy and encourages support for the principles of copyright. For more information please visit

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