



Copyright Clearance Center and Ringgold Join Forces to Deliver Accurate Pricing for APCs and Author Charges



THE CHALLENGE

The Open Access (OA) author-pays business model has given rise to complex pricing rules based on a wide array of factors, including the author's institutional affiliation, publisher waivers and discounts, and more. As a result, publishers require a sophisticated, fast, and efficient solution for estimating, confirming, and managing Author Processing Charges (APCs).

THE SOLUTION

Copyright Clearance Center, a global licensing and content solutions organization, and Ringgold, the authority on institutional identification, were the perfect partners to forge the solution.

A metadata-driven publishing solution that removes the cost and friction from automating payment right within the author's workflow, RightsLink Author leverages Ringgold's ability to unambiguously match an author's affiliation to the list of institutions qualifying for discounts, waivers, or special billing profiles.

Ringgold's Identify Database offers the following benefits to RightsLink publishers:

- A global, multi-sector scope
- Institution names in both English and native languages
- Unique persistent identifiers for each institution (Ringgold ID)
- Systems-agnostic data
- Organizational hierarchies reflecting linkages between related institutions, such as departments of study, universities, and university systems, or government agencies

HOW IT WORKS

The publisher's list of institutions is normalized against the Identify Database, disambiguating institutions and applying Ringgold Identifiers to all unique entities. CCC has an authoritative list of all qualifying institutions.

RightsLink® Author configures the publisher's pricing and discount rules for any author charges the publisher plans to collect. When a manuscript is accepted, **RightsLink** or the publisher invites the author into the payment transaction workflow.

The Ringgold logo, featuring the word "Ringgold" in a bold, blue, sans-serif font. The letter "o" is stylized as a yellow ring with a white center.

"It's critical for ACS to understand our authors and their affiliations so we can offer them a world-class publishing experience. This integration ensures that ACS provides authors with institutional discounts based on authoritative, disambiguated affiliation information."

— **Dr. Darla Henderson**
Assistant Director of Open Access Programs, American Chemical Society (ACS)

Ringgold *Identify* Workflow



RightsLink disambiguates the author's affiliation in real-time through an API call to *Identify*. The institution's Ringgold ID is compared with the publisher's list which has previously been mapped. When a match is made, the proper discount is applied.

Acronyms & name variants: When an author enters "UCLA" as an affiliation, the *Identify*-driven search results allow the author to select the correct institution from among:

- University of California at Los Angeles (Ringgold ID 8783),
- Universidad Contemporanea de Las Américas (Ringgold ID 376277),
- Universidad Centrocidental Lisandro Alvarado (Ringgold ID 33177).

The correct discount is then applied. Alternatively, if the affiliation is entered as Tokyo Daigaku, the *Identify* Database will also recognize the English name equivalent, Tokyo University (Ringgold ID 13143).

Related institutions & subsidiaries: Authors at the Jules Stein Eye Institute (Ringgold ID 43352), are recognized by *Identify* as part of the University of California at Los Angeles.

Once the correct institution-specific pricing is applied, the author can then request an pay immediately by credit card, or request the fee to be paid by a funding institution or organization with which they are affiliated (where publishers utilize the OA Agreement Manager module of RightsLink Author). CCC handles all billing and collections for the publisher, including payment reminders, and provides multilingual, global customer service and support — by phone and/or online.

RESULTS

The result is a workflow that is author-centric, honors the publisher's negotiated relationships, embeds standard identifiers into the manuscript and workflow metadata, and enables more accurate reporting to all parties.

"The integration of Ringgold's *Identify* Database with **RightsLink** helps publishers ensure they are providing their authors not only accurate pricing in accordance with business rules, but also a great customer experience free of delays, which is critical to ensuring research is published as quickly as possible," explains Chirstine Orr, Ringgold Sales Director.



Copyright Clearance Center (CCC) is a global leader in content management, licensing, discovery and delivery solutions. Through its relationships with those who use and create content, CCC drives market-based solutions that fuel research, power publishing and respect copyright. With its subsidiaries RightsDirect and Ixxus, CCC provides solutions for millions of people from the world's largest companies and academic institutions.



Ringgold supports a scholarly supply chain where information and data about subscribers, authors, readers, and content is able to flow easily and without confusion. With the *Identify* Database and affiliated services, Ringgold provides authoritative data on institutions such as licensees, funders, sources of research, and consortia. Ringgold's ProtoView service enhances the discovery of scholarly works by creating and disseminating standard metadata via an extensive distribution network, including a website for librarians and researchers. Our clients utilize Ringgold's services to improve internal data governance, increase discoverability of published works, and maximize the potential of their data. For additional information, visit www.ringgold.com



LEARN MORE

Learn more about how CCC can accelerate your OA program with RightsLink Author's APC Manager and OA Agreement Manager modules.

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