

Industry Leaders International Baccalaureate and Emerald Publishing Deploy the Ixxus Publishing Platform

Powerful publishing solution helps small to medium-sized publishers accelerate digital transformation

LONDON – October 10, 2017 – Data systems integration and knowledge engineering experts Ixxus today announced that scholarly publisher Emerald Publishing and world-renowned educational foundation International Baccalaureate (IB) recently became the two latest organizations to deploy the Ixxus Publishing Platform (IPP) to meet their most challenging digital transformation initiatives.

By providing a suite of authoring, assembling, enrichment, discovery, reuse and delivery capabilities, the IPP empowers digital transformation by streamlining production workflows, accelerating new product assembly and maximizing the value of every asset.

The IB selected the IPP to coordinate the production of multi-lingual educational materials for the global community of IB educators. The scalable platform enables more effective management of content iterations and delivery across different languages and geographies from one central platform. The IPP also enables IB to achieve dynamic assemblies of granular XML content, another important feature for the IB team.

“The ability to provide multilingual content is critical for us to support IB World Schools in the delivery of the four IB programmes,” said Robert Bolick, Head of Multilingual Publishing Group at International Baccalaureate. “Our staff will be able to navigate easily within the Ixxus platform to create and enrich materials that meet our world-class educational standards.”

Emerald Publishing selected the IPP to manage the full lifecycle of scholarly journal content from editorial through online dissemination, which will be integrated with ScholarOne Manuscripts to ingest and manage journal submissions.

“The Ixxus Publishing Platform will provide one central platform where our editorial teams can search, discover, assemble and leverage content,” explained Ernst Kallus, Technology & Programme Director at Emerald Publishing. “Plus, the ability to create granular relationships between content types will enable us to see and navigate links between articles, authors and institutions—getting us closer to our content than ever before.”

“We are delighted to partner with IB and Emerald Publishing and work with their talented teams to customize solutions to support their strategies and operations,” said Jonathan Brett-Harris, Managing Director, Ixxus. “Participating in our customers’ digital transformation journeys continues to inspire and drive innovation within our own organization.”

Ixxus recently released several additional customer-driven platform enhancements for content reuse and lifecycle management, including an optional module that empowers organizations to track and manage content development automatically using a kanban-

based dashboard. This unique module provides a simple and efficient way to dynamically define workflows of content production pipelines, and obtain a big-picture view of the development status of each project.

To learn more about the IPP and how it can accelerate your digital transformation, please visit our booth (Hall 4.2, Stand E18) at the upcoming Frankfurt Book Fair or contact sales@ixxus.com.

About Ixxus

Ixxus are data systems integration and knowledge engineering experts. Ixxus solutions are trusted by business leaders at the world's leading corporations to accelerate their most challenging digital transformation initiatives. The company's unique expertise in storage, search, content modeling, semantic enrichment, editorial and distribution is applicable to all those who wish to maximize the value of their digital assets. Ixxus is a subsidiary of Copyright Clearance Center (CCC), a global provider of licensing and content solutions that make copyright work. For more information, visit www.ixxus.com.

About Ixxus Publishing Platform

Ixxus Publishing Platform (IPP) is an end-to-end publishing solution designed to speed time-to-market, enhance business agility and drive new revenue opportunities. By combining enterprise content management with specialist publishing tools, digital asset management, business process management and semantic technology, IPP supports and streamlines the publishing process. IPP delivers a single robust, scalable and reliable platform to store all organizational content – both print and digital – in one place.