

# Datasheet

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**iPlatform** 

**impelsys**

The Impelsys platform (iPlatform™) is a portal system that offers a cost-effective solution for publishers to leverage their existing print content and create new products to maximize revenues. The iPlatform™ creates feature-rich user-friendly web sites for print content. By adopting our solution, which uses pre-built modules and components that are available as both a ready to go solution and customizable ones, publishers can significantly reduce costs and turnaround time. The out of the box functionality available can be easily extended by choosing from an existing menu of plug-ins that have been developed to satisfy most needs. Custom needs can also be developed similarly and will be available to publishers as an additional plug-in solution. Specifically designed keeping in mind the needs of the publishing market, iPlatform™ offers better ROI over solutions built from scratch. iPlatform™ powers books, journals and e-commerce solutions.

## iPlatform

iPlatform™ runs on XML supporting standard DTDs and can display content as HTML, VirtualPages™ or PDF for downloadable articles. Support for individual subscribers, institutions and libraries is offered by default. It is completely template driven and enables individualized branding for a publisher's title based on the cover-art or company's branding. The e-commerce module allows users to purchase individual content pieces as specified by the publisher, from a single journal article to a full access subscription. A robust metadata and full-text search powers the portal and extends the intuitive traditional navigation aids. A comprehensive administration site is provided with each solution, enabling publishers to manage and administer the website. Interactive and in-depth reports provide an active feedback mechanism on usage and user behaviour. RSS and community features makes the iPlatform™ web 2.0 enabled.

## FEATURES

### Features for Editors and Producers

#### **Full text online supporting standard XML DTDs**

iPlatform™ supports rendering of complete print text as Internet pages. Standard XML DTDs are supported for taking publisher's print content online. The XML is rendered online as HTML using rich styles. The XML is part of the content database that drives the site. The pages are also displayed in a printer friendly format to enable easy printing of content

from the site. Impelsys' VirtualPages™ technology renders print text as is, retaining the exact pagination and layout of the print title. Support services offered by Impelsys helps publishers convert Quark, PDF, In Design or Word input to XML or to VirtualPages™.

### **Metadata and full text search**

Search supporting metadata and full text with boolean operators. The results are ranked by relevance. Advanced search options help to filter results by title, author, subject, category and any other metadata that you define. Semantic search, search stemming and saved search are provided as additional modules to extend the search functionality offered out of the box.

Separate media library for images, audio, video, animations and PowerPoint presentations is provided. Users can search through just the media library along with the standard search offered for the site. The users can bookmark the media files and also add their own notations as desired. iPlatform™ supports progressive Flash videos like on YouTube, with support for streaming audio and video provided as additional modules.

### **User Personalization**

Custom notes and bookmarks provide personalization required by the users. The notes and bookmarks are stored centrally in the user's folder to enable easy retrieval and management. The users can also add images and media as bookmarks to their light-box. The users can also generate citations based on multiple standard formats.

### **Powerful back-end administration to manage content and users**

The back-end administration is a self-help section for publishers to manage their users, subscriptions, content sets and titles without requiring a separate technical team. The administrators can manage or add new users, user roles, user permissions and individual content purchases. Direct uploading of content to the system is enabled using the defined XML standard to add new pages or edit existing ones.

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## FEATURES

### Features for Sales and Marketing

#### **Cost effective solution for backlist titles**

iPlatform™ provides a tailor-made and cost effective solution for backlist or out of print titles. Impelsys' non-XML workflow renders print look-alike pages online quickly and securely, maintaining all the user features. The platform uses existing regular print PDF file as input to quickly enable backlist titles. The end user features are similar to the full XML version of the online book.

#### **Interactive reports and usage statistics**

The reports generated by iPlatform™ are: web traffic reports, user activity reports, referral reports, COUNTER compliant reports, search reports and e-commerce reports. Traffic reports give page views for the week, month and year. Geographical reports show from where the traffic is coming into the site. Current activity on the site is also shown. User activity reports give total users on each portal, along with active and inactive users. Search reports show daily, weekly, monthly and yearly reports of the popular search terms on the site. They also display the terms that did not return any results. Referral reports show the site from the users are visiting the website like Google, Yahoo, etc. Counter Online Usage of Networked Electronic Resources (COUNTER) compliant reports are also provided as a standardized reporting format. The e-commerce reports display the activity of purchases on the site.

#### **Advertisements and Marketing**

Traffic to the site is driven by using standard site maps that are indexed by Google, Yahoo and MSN. Search engines are allowed to crawl the site and index the pages enabling your content pages to show up on global search engines. An advertisement server is also available as an add-on module to the basic platform that supports Google AdSense, standard click-thrus, banner ads and Flash ads.

#### **Access, Authentication and Authorization**

The iPlatform™ provides individual subscriptions, institutional access and IP based authentication. Trial user accounts can also be enabled for visitors registering themselves on the site. These multiple options ensure reach to the different types of users and ensure access for different target markets.

For journals, content can be enabled for access in chunks, like an article, for pay per access/download increasing the options for monetizing content more effectively.

### **Templates, themes and branding options**

The look and feel is provided through standard templates with customizable themes. The templates are designed intuitively keeping in mind usability and easy accessibility. The designs work on all modern browser and platforms providing a seamless experience to all users. Static global marketing pages (About us, Contact us, Resource links and FAQs) can be kept up-to-date with a CMS provided to help in editing. The templates support customized branding based on the title and brand identity.

### **Web 2.0**

RSS aggregation is provided as part of iPlatform™ allowing you to display content feeds from multiple sources. E-mail page to a friend is also provided as a viral marketing tool to enable your users to let their contacts know about your site. Enhanced community features like blogs, discussion boards and chats are also available as additional plug-in modules.

### **Download Services and DRM**

For journals and book publishers that prefer distributing content as Adobe Acrobat (PDF), additional download services are available that enable pay per view, content chunking, content grouping and DRM. The DRM options available include water marking and password protection.

### **E-Commerce**

Through the e-commerce module publishers can provide for purchase of their best selling and most popular articles. The module can also be used effectively as an e-commerce solution on marketing websites to sell publications. An integrated shopping cart and online payment processing through certified 3rd party gateways are provided. Save cart and order history are also provided to users. The e-commerce feature of iPlatform™, discounts and best-buy options for increased promotion. The administration tools provide order management, billing modules, refunds, payment reconciliation and shipping management.

## About Impelsys

Impelsys is a leader in providing electronic content delivery solutions to the global publishing market. We help our clients compete, evolve and grow in an increasingly complex marketplace. Our revolutionary products and solutions help publishers market, distribute and deliver content online quickly and cost effectively. Through focused technology innovation and deep insights into the processes of the publishing, we help publishers create new online products and revenue streams without the overheads of traditional online publishing.

Impelsys' drive for perfection and passion for client's success has made us the preferred partner of leading publishers like McGraw-Hill, Elsevier, Wolters Kluwer, Benchmark Education, Marshall Cavendish and Houghton Mifflin among others. Headquartered in New York City, Impelsys operates across North America, Europe and India. For more information, please visit

[www.impelsys.com](http://www.impelsys.com).