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Publisher Profile: Publishing Technology

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- **Jay Teitelbaum**, COO, North America
- **Louise Tutton**, COO, Online Division
- **Mark Carden**, EVP, Global Sales & Marketing
- **Brian Gibson**, COO, Publishing Applications

Vital Information

Key Products and Services:

- ◆ Enterprise Applications
 - **advance** (suite of software solutions to manage today's evolving enterprise)
 - Order to Cash
 - Contract, Rights & Royalties
 - Relationship Manager
 - Information Commerce
 - Product Manager
- ◆ Online Solutions
 - **ingentaconnect** (fully-outsourced, cost-effective e-publishing package that offers data conversion and enhancement, secure Web hosting, flexible e-commerce, and content discoverability management)
 - **pub2web** (a customized, multi-content publications platform with semantic Web technology that allows publishers to maintain full control of their brand, content, and user relationships.)
 - **Information Commerce Software – ICS** (access-entitlement interface)
- ◆ Market Communications
 - **Publishers Communication Group** (full-service marketing and sales consulting firm)
 - Product Marketing, Sales and Promotions
 - Market Intelligence Services
 - Sales Representation
 - Customer Service
- ◆ Number of Employees: 200

History and Brief Description of Publishing Program

Publishing Technology was formed in 2007 following the merger of **Ingenta**, **VISTA**, and **Publishers Communication Group (PCG)**.

Publishing Technology serves the international publishing world, academic/scholarly and trade, books and journals, digital and print. We offer a complete service from the point of content acquisition through to consumer delivery. In the fast-paced digi-

tal world, our services are designed with tomorrow's market in mind. Supply chain to social networking, scholarly research to semantic Web, **Publishing Technology** provides practical and accessible solutions and does the hard work for our customers. Our brand heritage speaks for itself, combined with our future-proof new products, we will work in partnership across the publishing industry to deliver any partner business success. 🌱