HighWire Press is a technology company born in Silicon Valley providing influential societies, scholarly publishers, university presses, and research organizations with strategic content-hosting solutions. Since its inception in 1995, HighWire has committed to helping publishers disseminate their content to the widest possible audience.

Based on decades of involvement with the scholarly community, HighWire has the insight required to develop strategies and systems that
- Improve discoverability and accessibility of your content
- Generate greater revenue for your organization
- Re-purpose content and reach new audiences
- Implement diverse business models and ecommerce solutions
- Adapt to emerging technologies and services.

Whether yours is a specialist society publishing top research in a single niche journal, or a large organization responsible for multiple publications, HighWire’s personalized service, extensive industry knowledge and flexible technology means we can find the right solution for you.

highwire.org
Keeping up to date with the latest technologies and understanding future trends in digital publishing are some of the toughest challenges publishers face. By partnering with HighWire, your organization has access to tools from the most technologically advanced hosting platform in the industry, as well as the shared insights and perspectives from the scholarly community, creating the best possible user experience for your readership.

HighWire develops innovative solutions designed to fit a variety of needs and budgets. Our staff are experienced technology experts, librarians and publishing specialists with extensive knowledge in the publishing industry. They work closely with standards committees and associations central to the digital publishing industry, sitting on boards and participating in conferences to discuss trends and developments and to implement best practices in online publishing.


A unique benefit to being part of the HighWire community is the opportunity to network with like-minded colleagues. HighWire’s online forums and thrice-annual meetings provide excellent opportunities to learn from peers and to solve challenging business dilemmas.

Our product roadmap keeps our publishing partners informed of HighWire’s new features and technology enhancements, and invites feedback for future direction.

...innovative solutions designed to fit a variety of needs and budgets...
HighWire Open Platform
Built for the future

As the ubiquitous nature of the web leads to greater demand for content regardless of format and device, publishers need a trusted and sophisticated partner to support their online business. With an enviable reputation for providing security, longevity and robustness, HighWire’s Open Platform is ready to adapt to the industry’s challenges, best practices and innovations.

HighWire harnesses the power of open source technology to develop flexible systems that reflect the demands of today’s users. Our standards-based platform allows you to layer new software and services onto your publication website(s) as business goals and readership needs shift. The HighWire platform offers scalability and long-term interoperability, with a framework that allows you to ‘own’ the tools you need to update content and keep sites fresh.

How you choose to take advantage of this technology is up to you. From basic journal hosting to a complex, configurable system tailored to your most exacting requirements, HighWire supports your publishing decisions every step of the way. You can choose to allow HighWire to manage the front-end of your site, or work in a more collaborative fashion, taking greater control of your display layer using our open source Drupal tools, widget kits, and open APIs to create your own off-site projects and products.

Our team of engineers, developers and managers come from backgrounds in publishing, academia, librarianship, and information technology, from such Silicon Valley stalwarts as Cisco, Google, LinkedIn, Apple, and Yahoo!. Their collective experience and insights generate practical solutions, using the latest SEO discovery, monetization, software design, and content enhancement techniques.

The potential of the HighWire platform is immense

Examples of how we can help you maximize usage and generate revenue:

**Mobile**
HighWire’s iOS and Android apps are designed to engage smartphone and tablet users with unique features like full issue download, high res images, and push notifications to keep readers interacting with your content for longer while they are on the go. Use the extensive advertising and monetization capabilities to grow your business.

**Minisites**
Quick to assemble, topic-specific websites designed to increase readership, improve discoverability and boost monetization of your content. Minisites can be customized to determine appearance, add content and media, dynamically refresh using RSS feeds, and can be integrated with HighWire’s Custom Collection Toolkit.

**JCore**
The HighWire Open Platform with JCore combines HighWire’s powerful hosting technology infrastructure with a flexible Drupal-based front-end design. With JCore, publishers start with a modern, reader-focused display, and choose many options for featuring and highlighting content.
Absolutely key to our success story is that HighWire’s platform is extremely open and flexible, and with it our ability to meet a whole host of future demands.

eBooks
Folio, HighWire’s eBook platform, allows you to easily publish and curate eBooks while promoting discovery across both books and journal articles, thereby greatly improving the relevance of your content. Folio provides a simple, intuitive reading experience across multiple devices where you can promote new books, recommend related books, and provide your readers with an easy way to browse and purchase.

Rich Media / Supplemental Data
Podcasts, data sets, inline video... today’s research requires more than just words and pictures. HighWire’s platform supports the integration of a wide range of media types in ways that allow you to highlight your organization’s investment.

Toll-Free Reference Linking
Publications hosted on the HighWire platform enjoy unique high-profile cross-platform discoverability. From the reference section of an article or book hosted on HighWire, a reader has immediate access to the full text of the cited reference, if also hosted on HighWire, even if they don’t have a subscription. Publishers have found that these ‘sneak peeks’ lead to higher repeat readership.

Discoverability / Semantics
Because today’s readers predominantly use search engines to find research information, HighWire works closely with the key SEO players in the industry. These include Google Scholar, PubMed, and CrossRef, as well as library abstracting and indexing services and other discovery tools. Add in semantic enrichment tools to provide rich indexing and referencing based on your subject specific taxonomies within your content. This delivers more relevant results, in context, improving the length of time readers stay on your site.

eCommerce Suite
Powerful tools designed to increase selling opportunities, our ecommerce solutions help drive sales and grow revenue with:
- Order creation via a shopping cart
- PCI-compliant, secure payment transactions through third-party merchant gateways
- Purchase confirmations via web and email
- Personalized promotional pricing through discounts and coupons

Access Options
Configure your site(s) to support a variety of business models, subscriptions and access:
- IP address authentication
- Member login
- Open access / free sections
- Institutional username/password
- Concurrent use
- Short term trials
- Sponsored sections
- Fee-based collections or archives
- Geo-access and/or targeted ads
- Free back issues (on a rolling or calendar basis)
- Sales of single articles, chapters and/or issues (PPV)
- Reprints and permissions through third parties
Value Added Tools from HighWire

For all of today’s technological advances, one constant remains: the value and importance of the content you publish. To complement our online hosting and developing services, HighWire provides a number of additional products to help meet your scholarly publishing needs.

**Bench>Press**
HighWire's complete manuscript tracking and management solution, Bench>Press, is designed to handle all aspects of the peer review process. Incorporating your society's needs to optimize the efficiency of your editorial workflow, the Bench>Press system is flexible enough to accommodate production changes and requests as your site evolves. The product can be tailored to the specific needs of individual titles as well as to a series of publications under a single umbrella.

Bench>Press can be used as a standalone system, or integrate seamlessly with the HighWire Open Platform using industry standards that also allow for connection to other platforms and self-hosted systems.

**Open APIs**
An API (application-programming interface) is a set of software-to-software protocols, allowing applications to communicate with each other behind the scenes. HighWire offers open APIs to give you the freedom to work with third-party developers in order to build a variety of custom products.

"The Bench>Press team consistently furnishes knowledgeable technical support, rapid response times, and has provided exceptional guidance when we’ve implemented new initiatives."

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**Impact Vizor: Data Driven Analytics Tools**
The first in a suite of new “visualized” analytics tools from HighWire, Impact Vizor is an evolution in the speed of editorial insight. It allows publishers to evaluate published and rejected articles by capturing and measuring signals based on scholarly impact, well ahead of the usual lengthy period for citation reporting, avoiding “data lag” and enabling early insight and action including:
- Supporting new editors and assessing new editorial directions.
- Identifying opportunities and potential for starting new sections, new journals, or other new products.
- Understanding the scope and quality of submitted articles.

Impact Vizor contains a series of responsive, configurable dashboards, using visualization alongside tabular display; filters and drill-down rather than elaborate query syntaxes; and widely-adopted business intelligence tools.

Flexible and easy to deploy, Impact Vizor is a browser-based web application and is available to non-HighWire as well as HighWire-hosted publishers.

**Continuing Education (CME/CE)**
If your mission includes helping your members fulfill their continuing education requirements, HighWire’s CME/CE, powered by Rivent, offers accredited training courses integrated seamlessly with your journal articles, book chapters and/or self-study guides. HighWire CME/CE offers ecommerce options, authoring tools, reports and analytics, and includes a mobile interface.

**Article Level Metrics**
Encourage repeat usage by displaying statistics that readers can use to assess the value of an article, while allowing your authors and editors to gauge the impact, interest and reach of their work. Combined with commentary and ranking options, these tools empower your entire user community.

**Custom Collection Toolkit**
Drive new revenues and discoverability by creating content collections across multiple publications with Custom Collection Toolkit. The step-by-step collection rule builder allows you to create a landing page, index keywords in search, and integrate with Minisites, providing new content curation possibilities.

Contact us: online@highwire.org  Learn more: highwire.org
Our productivity is due in a large part to HighWire’s hands-on customer service model. HighWire provides us with the inspiration and expertise we need to help drive innovation.

Bob Howard, Executive Director, SAGE Journals US

Dedicated Support and Strategic Advice

HighWire technology offers the highest standards in the business, but it’s our unparalleled personal level of service that sets us apart.

HighWire’s publishing partners have a dedicated Publication Manager (PM) who acts as an extension of their in-house staff. Our PM teams—based on both coasts of the US, and in the UK—provide hands-on support in managing your projects, as well as offering in-depth strategic consultative services to help you make informed decisions about your sites. Your PM will maintain regular contact to ensure that your HighWire experience is positive.

This service is complemented by HighWire Academy, an ongoing series of online training resources, as well as periodic interactive “HighWire Conversations” webinars to inform and discuss the latest HighWire and industry-wide news, topics and developments.

HighWire also supports your librarian and reader communities, offering levels of reader support to provide immediate front line responses to customer queries, or if desired, provide ad hoc assistance in the background, as and when required.

Librarians further benefit from the HighWire Portal’s cross-publisher administrative toolbox to manage subscriptions to all their HighWire-hosted titles: to maintain IP address information and SHIBBOLETH profiles, generate COUNTER-compliant usage reports, configure OpenURL links, run A-Z lists, and upload their institutional branding on your site.

In addition, our technical staff and in-house pool of content analysts and web experts provide 24/7 technical support to help you with all aspects of your HighWire site.

HighWire is truly interested in understanding the way academics read and work, and is driven to help them in their pursuit of knowledge.

Phil Davis, Ph.D. Research Analyst and Publishing Consultant

“HighWire is a leader in hosting technology and integration. Its e-publishing capabilities offer the flexibility that will enable ECS to continue to best serve the needs of its researchers.”

Mary Yess, Publisher, The Electrochemical Society
Why HighWire?

Philosophically aligned with the scholarly community, HighWire partners with top research organizations to help them achieve their goals in digital scholarly publishing. As an independent entity, long affiliated with Stanford University, HighWire offers cost-effective and innovative technology solutions to expand the depth and effectiveness of the research communication process.

Flexible technology platforms
Covers your digital publishing needs with options for both online hosting and manuscript management systems, designed to your specifications and budget.

Strategic account management
Supports you in both the operational and strategic directions of your online publishing business with a high level of customer service interaction and hands-on attention.

Powerful monetization tools
Generates additional revenue with tools designed to make your content applicable to multiple market segments, business models, and ecommerce options.

The latest in mobile strategies
Provides you with portable versions of your content designed for smartphones and tablets — can include advertising, video, audio, podcasts and animation, as well as CME/CE accreditation.

Industry thought-leadership and insights
Puts you ahead of the curve with insights into developments in scholarly publishing through HighWire’s participation in publishing and technology committees, boards and standards organizations.

Exclusive HighWire Publishers’ Meetings and online community forums
Fostering ongoing communication among your colleagues, we facilitate open and honest dialogue about everything from government regulations to the latest technological wizardry to help you understand and embrace the digital universe of scholarly publishing.

To find out if HighWire’s digital publishing solutions would be a good fit for your organization, contact: online@highwire.org