

SIPP Rapid

Your rapid route to
online publishing success



Bring your online content to market faster with Semantico's industry-leading publishing platform now with streamlined *Rapid* options!

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Introducing SIPP Rapid

Semantico's new Rapid range of publishing solutions gives you the power to respond to the needs of your market at a speed that matches the dizzying pace of change in publishing today.

Developed by a company with a reputation for innovative thinking and the highest technical standards, the SIPP publishing platform offers you:

- ◆ Greater speed to market
- ◆ Flexible, agile solution
- ◆ Unique scalability
- ◆ Clear upgrade path
- ◆ Technical pedigree
- ◆ Road-tested technology

SIPP comes in three flavours; Rapid, Rapid+ and Classic. Choose the right flavour to match your project scale, time frame and budget point.



SIPP Rapid offers the industry's most powerful entry-level feature set. Bring your pdf-based online content to market in weeks rather than months with this robust, road-tested publishing platform.



Same speed-to-market but with significant enhancements to cater for larger and more demanding publishing projects. Supports xml-based publishing. Also adds publisher-created mini-sites, Web 2.0 and e-learning.



SIPP Classic offers a bespoke implementation built on the SIPP Rapid feature-set. Extra functionality can be selected and customised according to your specific needs.



Benefits for Editorial and Production

SIPP Rapid provides an economical route to take an entire catalogue or imprint to market online in weeks rather than months. A fully-featured version of the industry leading SIPP publishing platform, SIPP Rapid's interface supports subscribers, institutions and libraries, while its powerful back-end puts the publisher in the driving seat.

Integration with the powerful Google Analytics package provides a wealth of data about your customers and their behaviour on the site to steer future activity. Expert consultancy and training ensures that you will get up and running quickly, and allows you to make the most of your investment.

- ◆ Host up to 1,000 articles or titles in pdf format
- ◆ Test and preview sites for development
- ◆ Powerful back-end administration interface
- ◆ Fully-featured access and subscription management system, supporting all industry-standard authentication mechanisms
- ◆ Integration with the powerful Google Analytics package
- ◆ Free training and consultancy

Benefits for Sales and Marketing

SIPP Rapid provides a client-branded interface and a choice of 'skins' to harmonise look and feel. Search engine optimisation comes as standard, to boost your 'findability' on the web. Our easy-to-use content editor makes it simple for non-technical staff to maintain and update marketing copy on the site, with expert technical support to provide hand-holding when it's needed.

- ◆ Choose a graphic look and feel for the platform that suits your brand
- ◆ Search Engine optimised
- ◆ WYSIWYG content editor for marketing (ie non-title-related) text, easily editable by non-technical staff
- ◆ Technical support included

Benefits for Librarians and end-users

With its wealth of features and technological pedigree, SIPP Rapid offers maximum discoverability for your content allied to excellence in the user experience. In addition, Google Analytics integration offers librarians a wealth of data about customer behaviour.

- ◆ Advanced content search
- ◆ Faceted Search and Browse
- ◆ Free abstracts
- ◆ SEO optimized
- ◆ Hit-term highlighting
- ◆ MaRC records
- ◆ OpenURL/DOI/Cross-Ref/Citation linking
- ◆ Personalisation (incl. RSS feeds)
- ◆ Management statistics and usage reports



Benefits for Editorial and Production

SIPP Rapid+ offers a more sophisticated platform within an xml publishing environment. SIPP Rapid+ retains the full feature-set of SIPP Rapid, while adding significant enhancements in scale, access management, reporting statistics, hosting and digital rights protection. URCHIN integration provides reporting for behind-the-firewall content, and the platform also supports the important Shibboleth access protocol. A further, key addition is e-learning assessment tools, extending your platform's use in the Education and Training markets.

- ◆ Host up to 4,000 articles in xml format
- ◆ URCHIN web analytics integration
- ◆ 3 days training and consultancy
- ◆ PDF watermarking
- ◆ Protected full content
- ◆ Shibboleth authentication
- ◆ Load balancing service
- ◆ Q&A e-learning assessment tools

Benefits for Sales and Marketing

SIPP Rapid+ allows clients to create their own extra mini-sites themselves to promote additional catalogues and imprints, at no extra development costs; a substantial value-add to the platform. An enhanced level of support, training and consultancy helps clients to maximise further the value of their investment.

- ◆ Create mini-sites
- ◆ Enhanced level technical support
- ◆ 3 days training and consultancy

Benefits for Librarians and end-users

With its support for image galleries and MathXML, SIPP Rapid+ widens the variety of publishing projects that can benefit from the Rapid route to image-rich books and a wide range of science-based information. Its expanded feature set also enhances discoverability, user experience and the reliability of usage stats.

- ◆ Enhanced content search
- ◆ Federated search
- ◆ MaRC records
- ◆ Social networking
- ◆ COUNTER usage reporting
- ◆ MathML
- ◆ Image galleries



SIPP classic

For larger-scale publishing challenges, or for highly-specialised content, Semantico offers a custom implementation built on the same feature-set as SIPP Rapid but offering a greatly expanded range of options for functionality, consultancy and training, and ongoing support. Building on the secure foundations of the most powerful software toolkit in the industry, Semantico will deploy technical and design services proved in a wealth of projects for some of the world's leading publishers on your behalf.

Custom development

Often due to the particular needs of a publishing project, and sometimes on account of its sheer scale, a completely custom (or 'bespoke') development is all that will do. This is where Semantico's skills and experience really come into their own.

We have worked on numerous pure custom builds, developing innovative yet robust systems to meet the diverse and fast-evolving needs of an industry in the throes of tumultuous change.

Though we have our own technology toolset to aid us, we are fundamentally neutral in our development methodology. 'The best tool for the job', is our belief.

We regularly use Open Source tools and platforms, and if appropriate can develop using your own tools.

SEVEN COMPARISON CHART

	SIPP Rapid	SIPP Rapid +	SIPP Classic
Publishing environment	PDF	XML	SIPP Classic is a bespoke implementation built on the SIPP Rapid feature-set, with extra functionality selected and customised according to client need.
Test/live/preview sites	✓	✓	
Supports all standard authentication protocols	✓	✓	
'Web analytics	Google integration	URCHIN integration	
Hosting	1,000 articles (suggested standard)	4,000 articles (suggested standard)	
Training and consultancy	1 day	3 days	
Sales model	Single-site/product	Multi-site/product	
Publisher choice of 3 skins	✓	✓	
WYSIWYG content editor	✓	✓	
SEO optimized	✓	✓	
Technical support	Basic	Intermediate	
Advanced content search	Basic	Intermediate	
Faceted search and browse	✓	✓	
Free abstracts	✓	✓	
Hit-term highlighting	✓	✓	
MaRC records	Manual	Auto	
OpenURL/DOI/Cross-Ref/citation linking	✓	✓	
Personalisation (incl. RSS feeds)	✓	✓	
Management statistics and usage reports	ICOLC	ICOLC, COUNTER	
PDF watermarking		✓	
Protected full content		✓	
Shibboleth authentication		✓	
Load balancing service		✓	
Q&A e-learning assessment tools		✓	
Social networking		✓	
MathML		✓	
Image galleries		✓	

Get in touch

For a full demo of SIPP Rapid, and a discussion of how it can help power your online publishing business, call today on +44 1273 722222 or email: rapid@semantico.com

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