



Wiley-Blackwell:

Update for the Consortium Community

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祈 祷

让我们一起为因地震而去世的同胞祈祷！

让我们一起为还在找寻中的同胞祈福！

让我们一起为受伤的同胞祈安！

让我们一起为我们的大家庭祈运！

请捐出我们的一份爱心, 救助我们可以帮助的同胞！

让我们一起祈祷！

同胞平安！ 四川平安！ 祖国平安！

Topics for Discussion

讨论主题

- Update on Merger / 关于并购的最新信息
- Integration of Wiley and Blackwell Online Services / Wiley及Blackwell在线服务整合
- Journal Subscription & Licensing Options (Business Models) / 期刊订阅及可选合约模式
- Timeline / 时间表
- Q & A / 常见问题及解答

Update on merger...

Where we left off..

最新信息

Update from where we left off..

- ✓ An integrated platform offering for 2009 /自2009年起提供整合后的平台；
- ✓ Renewals: /续订
 - June 2008: Renewals begin for CY09. /自2008年六月起开始2009年度的续订；
- Continue to renew some customers under separate models, but also launch integrated model. /继续为部分续订客户分别提供旧销售模式, 同时出台整合后的销售模式.
- ✓ System integration /系统整合
 - In time for CY2009 renewal/ 2009年续订开始前完成

New On-line service
新在线服务

Online Service

- New online service will launch in January 2009 /新在线服务于2009年1月正式推出;
- New platform will go beyond Blackwell Synergy and Wiley InterScience and retain best of both features /新平台将保持Blackwell Synergy及Wiley InterScience各自的优势, 并开发使用新的功能及界面;
- Two phases: 两个阶段
 - July 1, 2008 all Blackwell Synergy content moves to Wiley InterScience, Blackwell Synergy closes /第一阶段, 自08年7月1日开始, Blackwell Synergy的内容导入Wiley InterScience平台, Blackwell Synergy平台关闭;
 - Jan 09 new online service launches, Wiley InterScience closes /09年1月新在线平台开始推出, Wiley InterScience关闭;

Phase One: Migration of Blackwell Content to Wiley InterScience

- 1st priority is to ensure a smooth transition for all customers and users 保障每一个客户及用户在此期间的平稳过渡是第一要务；
- Technical priorities are: 技术层面主要任务：
 - Capacity: ensuring Wiley InterScience can handle the greater volume of content and usage /容量:保证WIS可以处理更多卷期的内容及使用量；
 - Content: migrating all the content across /内容: 所有内容均无遗漏地导入；
 - Customers: migrating all the customer licenses across to ensure continued access /客户: 所有客户的合约权限正确转移至WIS平台, 保障持续的访问；
- Some functionality from Blackwell Synergy will not be available /部分Blackwell Synergy的功能将不可用

Phase One: Benefits

第一阶段: 好处

- Integration of content means users can search across 5,000+ books and 2 million+ articles in over 1,300 journals at one time / 内容的整合意味着用户可以同时在五千余种图书和一千三百余种期刊中的二百多万篇论文中检索.
- Better positioned to migrate to new online service in January from one platform / 为新在线平台的推出做必要的准备.

Phase Two: New Online Service

第二阶段:新在线服务

- Improved User Interface /改进了用户界面
Developed in consultation with:
 - researchers
 - Librarians
 - societies & editors

/与研究人员、图书馆员、学协会及编辑人员
咨询沟通, 研发新平台
- Better navigation /更好的导航
- Restored functionality /保留的功能
- New features - details to come /新特色

Journal Subscription &
Licensing Options (Business
Models)

期刊订阅及合约模式

2008 Journal Subscription and Licensing Options

- Wiley models for Wiley products:
 - Print
 - BAL
 - EAL
- Blackwell models for Blackwell products:
 - Standard
 - Online Only
 - Premium
 - “Flip”
 - Collections: Full, STM, HSS and Med/Nursing Collection
 - Subject bundles

2009 Journal Subscription and Licenses

- Goal is to unify Blackwell and Wiley models /目标是统一Blackwell和Wiley的销售模式；
 - Harmonize customer options, terms and access rights /协调客户合约的选择/合约的年限及访问权限；
 - One negotiation, one license, one invoice per customer /一个谈判，一个合约，每个客户一张发票

Key objectives

主要目标

- Flexibility /灵活性
- Transparency /透明性
- Unified pricing model /统一价格模式
- Print to on-line /纸本向在线过渡
- Simplified /简单化

Time Line

时间表

Licensed Deals / 合约订户

- Account Managers will begin to talk to key customers from May 2008 / 客户经理自2008年5月开始与主要客户沟通；
- Deals expiring at the end of 2008 will be renegotiated from May 08 onwards / 合约于2008年底结束的客户自2008年5月后开始新的谈判；
- New Library marketing materials will be produced by July 2008 / 新图书馆市场资料自2008年7月后开始提供；
- Important to combine messaging with new platform news where appropriate / 适当的时候，同时提供新平台的最新信息。

Online License Miscellaneous

Can a customer have a license for only Blackwell or Wiley titles in 2009? 客户可以单独签订Blackwell或Wiley的期刊合约吗?

- If they have an existing multi-year agreement for Wiley or Blackwell titles only that ends in 2009 or later, it will be honored if they do not choose to move to the new model. /如果客户签有多年的合约，并且合约结束的时间为2009年或更晚，客户可以不选择新模式；
- Starting in 2009, we will no longer make a distinction between Wiley and Blackwell journals and new licenses will include all of a customer's Wiley-Blackwell journal subscriptions. /自2009年始，我们不再区分Wiley和Blackwell的期刊，新合约将涵盖客户订阅的所有Wiley-Blackwell期刊；
- If desired, customers can choose e-only or electronic + print subscriptions on a title-by-title basis to a subset of their Wiley-Blackwell journal subs, at list price & standard terms /如果愿意，客户可以选择所需期刊，以当年价格及标准条款订阅纯在线或者纸本加在线的期刊，

13: 30—15: 00
第一培训教室
逸夫科技楼700室

Questions?
Next Steps?

