

Summer 2008 Connections

A Newsletter for ProQuest Publishing Partners

Inside: How ProQuest's Innovative Technology Reveals Hidden Data. Paula Hane of Information Today called CSA Illustrata™: Natural Sciences "one of the most important products of the year." See page 3 for how you could join our distinguished list of participating publishers...

ProQuest Acquires Dialog. With the agreement signed just prior to the start of the Special Libraries Association Annual Conference, ProQuest's intent to acquire Dialog made industry news. For details, see page 2.

WANTED: Your Ideas for New Content Partnership Opportunities. Enter to win \$1,000 for your favorite charitable organization! See page 6 for details.

IN THIS ISSUE

Welcome from
Marty Kahn, p.2

ProQuest Acquires
Dialog, p.2

Meet the Global Content
Alliances Team, p.2

Publisher Update from
Kevin Norris, p.3

News Briefs: New
Ways ProQuest Brings
Publishers' Content to
Customers, p.3

CSA Illustrata Helps
Researchers Discover
Hidden Content, p.4-5

On the Calendar, p.6

Publishers Contact
Information, p.6



ProQuest®
Start here.



Global Content Alliances

Top (left to right): Sabine Bodzian, Marcia Keefer, Amy Goedert, Karen Seltz, Becky Ward, Dan Belknap, Corye Bradbury, Sandra Parr, Amy Barney (Clare), Kathy Larsen, Jennifer Kessie

Bottom (left to right): Cara McEachen, Donda Walke, Janet Driver, Amy Prinz, Marilyn Meeker, Helene Stewart

Not pictured: Heidi Bonine, Julie Carrol-Davis, Jeanne Gough, Jill Miller, Kevin Norris, Catherine Powell



Close-up: Karen Seltz

To help you get to know our Global Content Alliances team, we will take the opportunity in each *Connections* issue to highlight one of our members.

Karen Seltz, Alliances Manager, has worked at ProQuest for 27 years. Karen has negotiated contracts and worked with hundreds of publishers—so many of you are familiar with her commitment and expertise. Karen's dedication and willingness to go the extra mile is one of the reasons we believe our publishers have enjoyed and benefitted from their ProQuest partnership.



Marty Kahn
CEO, ProQuest

WELCOME

It is an exciting time at ProQuest right now, with solid first-half results heightened by our recent announcement of our intent to acquire online search pioneer Dialog. We continue to live our mission to create indispensable research solutions that connect people and information to ensure that ProQuest will be central to research around the world. Investing in content partnerships that continue to enhance our product offerings will help ensure we deliver on this.

We are advancing the research process by improving accessibility through new technology and new content. Innovations are happening on multiple fronts; just one example is the use of deep indexing in CSA Illustrata™ to point searchers to relevant data in tables and figures.

You'll see CSA Illustrata and other product news highlighted in this newsletter. But the main point we want to make is that ProQuest treats partnerships as a critical component of the growth of our business. We continually seek additional authoritative content to combine with our precision search tools to better serve our customers. If you have a new content suggestion to broaden the ProQuest reach we'd like to speak with you.

With *Connections* we try to acquaint you with some of the ProQuest people responsible for Global Content Alliances. As with all our staff, I am particularly proud of their global orientation, accountability, and integrity. You can trust them to manage your content.

We value your support, and believe our working relationship will lead to increased mutual success in 2008.

Sincerely,

ProQuest Acquires Dialog

ProQuest has signed an agreement to acquire the Thomson Reuters Dialog® business. Founded 40 years ago by Roger Summit, Dialog was the world's first online information retrieval system to be used globally with commercially important databases. Dialog online-based information services help organizations across the globe to seek competitive advantages in such fields as business, science, engineering, finance and law. The Dialog portfolio of products and services, including Dialog® and DataStar®, offers organizations the ability to precisely retrieve data from more than 1.4 billion unique records of key information, accessible via the Internet

"Dialog is a highly respected source of information and a trusted brand for libraries, so it is an exceptionally good fit in the ProQuest family," said ProQuest CEO Marty Kahn. "The companies' content and market strengths complement each other and just as important is the match with our values—we share a deep understanding of the library community and commitment to serving it with high-quality information tools."

Dialog would continue to be an important distribution channel for Thomson Reuters content after the transaction. Derwent World Patents Index (DWPI), Investext, TrademarkScan, SciSearch® and BIOSIS are among the many business-critical databases that will remain available through the Dialog services.

ProQuest plans for the Dialog business include refreshing its platforms, evolving them to meet the needs of today's information professional, as well as exploring new products.



Kevin Norris
General Counsel and SVP,
Global Content Alliances

UPDATE

Thank you for your participation in ProQuest's product offerings. We place tremendous value on your partnership; in fact, your continued support helps us maintain our leadership position for industry innovation. We have exciting plans for 2008. One of our key strategies is expanding our existing relationships with Publishers and we are using this *Connections* newsletter as one way to open up new channels of communication.

In 2007 we saw unprecedented development in the content types we offer, and we expect this trend to continue. We would like to share with you some of our recent innovations and those that will develop in 2008 as we strive to bring high quality content to scholars and researchers regardless of the medium. Following are some of the initiatives underway:

- Launching in July is **ProQuest Entrepreneurship**, offering a central access point to a range of advisory tools, start-up kits, market research, business cases, and more. It includes content from top providers of entrepreneurial information, such as video from eClipsNet and MIT's Young Innovators Series, and John Wiley & Sons "For Dummies" book series. Dow Jones, Biz Miner, New Strategist, Snapshots, Hoover, and many others are participating as well.
- We are working on **expanding our International Newspaper Program** by adding European, Middle Eastern, and Spanish content. We have recently obtained rights from Grupo Prisa and Unidad Editorial, the two largest Spanish media conglomerates, for the top two newspapers in Spain, *El Pais* and *El Mundo*.
- We are particularly interested in **growing our evidence-based medical and nursing content**, demonstrated by our recent agreements with Joanna Briggs Institute (see below) and Evidence Matters.
- A renewed effort to **add science and technology content** also has begun
- And in **another library industry first, Critical Mention** brings its real-time aggregated, indexed television and radio news to ProQuest in 2008.

On the Chadwyck-Healey front, we have signed an agreement with **David Mamet**, perhaps the most well-known living U.S. playwright, to join our *Twentieth-Century Drama* program. Among the notable works to be included are *Glengarry Glen Ross* (1984 Pulitzer Prize winner) and *Speed-the-Plow* (1988).

I hope this issue of *Connections* confirms that ProQuest is the right partner for you, and sparks a new product or research solution idea to share with us. Here's to our continued alliance and growing success in 2008.

Best regards,



News Briefs

- **ProQuest, the Bodleian Library and the Joint Information Systems Committee (JISC) Launch The John Johnson Collection: An Archive of Printed Ephemera.** The JISC funded a unique partnership between ProQuest and the Bodleian Library to digitize more than 65,000 items in this highly prized collection, offering evidence of Britain's cultural, social, industrial, and technological heritage.
- **Safari® Select Will Help Public Library Patrons Keep Pace with Changing Consumer Technology.** Now distributed exclusively to public libraries by ProQuest, Safari Select is an online collection of more than 400 technical e-books on popular technology that patrons can use in the library or from home.
- **Evidence-Based Nursing Content from JBI Now Available in ProQuest.** ProQuest has become the exclusive, worldwide online distributor to libraries of full-text evidence-based health information for nurses and allied health professionals from the acclaimed Joanna Briggs Institute (JBI). A collaboration of nurses, medical and allied health researchers, clinicians, academics, and quality managers in 40 countries in every continent, JBI promotes the use of peer-reviewed health research to identify the best treatment options.
- **Study Paths from ProQuest Aid Nursing Students with Research.** This new feature in the ProQuest Nursing & Allied Health Source allows students to quickly view full-text articles recommended by a board of experienced nurse educators on topics relevant to their studies. It is designed to significantly increase students' ability to find articles that will help them study for exams, complete a class assignment, or research a topic.
- **ProQuest Historical Newspapers™ Adds *The Guardian*, *The Observer*, *The Irish Times* and *The Weekly Irish Times*.** ProQuest is expanding its popular Historical Newspapers offerings to add non-U.S. publications. *Britain's Guardian*, covering the years 1821 – 2003 and *The Observer*, 1791 – 2003, are being digitized by Olive Software and converted to ProQuest's specifications, giving Historical Newspapers users access to 212 continuous years' worth of British press reports. *The Irish Times* (1859 – 2007) and *The Weekly Irish Times* (1876 – 1958) will be the first Irish titles to join, providing a uniquely Irish perspective concerning pivotal international events.

Improve content presentation and speed your time to market!

ProQuest is working with our partners to upgrade publication sourcing by converting to electronic data feeds. There are many delivery options available, including PDF, XML, HTML, as well as several customized options designed for your convenience.

Please get started now: write to Heidi Bonine at heidi.bonine@proquest.com or give her a call at 800.521.0600, ext. 2425.



To discover hidden content, researchers start with CSA Illustrata.

“All truths are easy to understand once they are discovered; the point is to discover them.” — Galileo Galilei (1564–1642)

Throughout history, scientific discoveries and technological advancements have changed the world—and they are continuing to change the world in dramatic new ways.

Deep Indexing in CSA Illustrata is an information innovation from ProQuest that is receiving a lot of attention for the dramatic way it highlights valuable data and connects publishers' content. In fact, Paula Hane from Information Today said CSA Illustrata™: Natural Sciences is: "...one of the most important products of the year..." She ranked it third in a list of the top ten developments for 2007—just after the iPhone and Facebook.

The next anticipated module, CSA Illustrata™: Technology, is already scheduled for release this summer.

“CSA Illustrata is a breakthrough product, opening up the wealth of data previously hidden in article graphics.”

— Marydee Ojala, *Information Today*, Jan. 22, 2007

Now researchers can locate the most relevant data with pinpoint accuracy.

Groundbreaking Deep Indexing in CSA Illustrata allows researchers to quickly locate pertinent data in high-value tables and figures that are otherwise hidden within articles from leading journals.

With traditional article-level and full-text searches, the information in these images is not captured. This is because specific information about tables and figures does not appear in any index—there are no indexing “hooks” in their title, abstract, or caption. So researchers can end up spending countless hours sifting through journal articles hunting for specific data that addresses their needs... until now.

Deep Indexing reveals the distilled essence of research.

ProQuest creates Deep Indexing for tables and figures by developing the metadata for each image display within an article. Every table or figure is first tagged with publisher and title attribution and then classified by one or more general categories reflecting the type of image display (e.g. photograph, histogram, line graph, etc.), key subject and index terms.

This allows researchers to learn about the actual data collected, observed, or modeled and quickly determine if it is relevant to their work. Researchers then link directly to the full-text journal articles they have licensed from the publishers' channels.

“There have been relatively few innovations in indexing/abstracting (I/A) databases in the past 40 years... CSA Illustrata is a major innovation.”

— Péter Jacsó, *Peter's Digital Reference Shelf*, February 2007

With CSA Illustrata, users can:

- Uncover critical data
- Quickly pinpoint the most relevant results
- Search millions of indexed tables and figures from scholarly articles in thousands of key journals
- Identify relevant articles within and across a wide range of subject areas
- Conduct innovative research with discoveries in unforeseen places
- Perform meta-analysis as well as substantiate and compare research
- Combine searches with other databases on the CSA Illumina™ platform

“...The Deep Indexing of tables, figures, and images increases the accessibility of scholarly literature.”

— Steven Adams, *Biological and Life Sciences Librarian, Princeton University*, November 2007

CSA Illustrata was developed with researchers and librarians to improve the precision, efficiency, and relevance of searches.

In traditional searches, valuable publisher content—especially the key data in tables and figures—can be lost in a mass of irrelevant hits. But with the powerful spotlight that CSA Illustrata shines on this vital content, researchers can go straight to the relevant data and findings in the separate licensed journal articles. The high-quality metadata and tagging that enhances searches also helps publishers meet the needs of their authors and funding bodies to provide data, materials, and protocols. Every record includes a CCC copyright module for users to request permission to access if they do not have a license.

Can CSA Illustrata Drive Users to Your Content?

If you'd like to participate as a publisher, we'd like to meet with you at your convenience. **Please contact pubrelat@proquest.com or call 1-800-521-0600, ext. 3333. Outside the U.S., please call 734-761-4700, ext. 3333.**

At ProQuest, we are committed to fostering long-term relationships with our publishing partners. Our global sales and marketing team promotes awareness and usage of our publishers' journals to an extensive customer base of leading research institutions worldwide. Our Global Content Alliances Team manages ongoing communication; and our Content Operations team is on hand with flexible technology solutions to ensure easy data access and loading.

To discover hidden data, start here. Watch the brief video on how CSA Illustrata is transforming research at: www.proquest.com/go/illustrata

CSA Illustrata enhances the visibility of publishers within the scientific community.

The deep indexing of tables and figures in CSA Illustrata, together with links to the full-text articles, maximizes subscription usage and increases awareness. In fact, every record includes source and publisher attribution which supports researcher discovery of journals in parallel disciplines.

“...The searching is wonderful, the content very good, and the overall functionality terrific...a strong 9.5 out of 10”

— Cheryl LaGuardia, Research Librarian at Harvard University Widener Library, *Library Journal*, December 2007

ProQuest is transforming scholarly research worldwide with innovative resources such as CSA Illustrata. Continual enhancements to CSA Illustrata and our research platform ensure our ability to anticipate publishers’ and researchers’ needs. This is reflected in the rapidly-expanding collection of records from a growing number of leading academic journals that make CSA Illustrata indispensable.



- Link to publishers’ channel for full-text article
- Source information
- Mouseovers make it easy to review data quickly
- Information on image rights and securing permission
- Article abstract provides a synopsis of findings
- Detailed indexing terms for article and figure
- Publisher attribution

Charts, graphs, maps, tables, and photos describing coral reefs revealed in CSA Illustrata™: Natural Sciences.

Credit: Coastal Education and Research Foundation, *Journal of Coastal Research*, Vol. 22, no.2, pp. 260-282, March 2006

Accolades for the initial module, CSA Illustrata: Natural Sciences

- 2007 CODiE Award Winner—the only peer-reviewed honor in the industry for achievement and vision in software, education technology, and digital content
- CHOICE 2007 Outstanding Academic Title
- *A Library Journal Best Reference Pick of 2007*

CSA Illustrata Publishers

Content from hundreds of titles is Deep Indexed in CSA Illustrata. A representative sample of participating publishers includes:

- Cambridge University Press
- Elsevier
- Emerald Group Publishing
- Oxford University Press
- Springer
- Wiley-Blackwell

If you would like to find out how you can participate as a publisher, please contact pubrelat@proquest.com or call (in the U.S.) 1-800-521-0600, ext. 3333; (outside the U.S.) 734-761-4700, ext. 3333.



Close-up: Helle Lauridsen

Helle Lauridsen was named Product Manager for CSA Illustrata in January. Helle coordinates the spectrum of efforts across ProQuest that are involved in the production, distribution, support, promotion, and sales of the CSA Illustrata products.

On the Calendar for Global Content Alliances

International Federation of Library Association (IFLA)

Quebec City, Canada • August 10–14

Beijing International Book Fair

Beijing, China • September 1–4

Association of Information and Dissemination Centers (ASIDIC)

Salem, Massachusetts • September 14–16

International Association of Scientific, Technical & Medical Publishers

Frankfurt, Germany • October 13–14

Frankfurt Book Fair

Frankfurt, Germany • October 15–19

Charleston Library Conference

Charleston, South Carolina • November 5–8

Online Information

London, U.K. • December 2–4

Connect with Global Content Alliances

Mail: 789 E. Eisenhower Parkway
P.O. Box 1346
Ann Arbor, MI 48106-1346 USA

Phone: U.S. 800.521.0600, ext. 3333
Outside the U.S.
800.521.0600, ext. 3333

Email: pubrelat@proquest.com

Your new content or partnership idea could help your favorite charity!

To inspire brainstorming for new content licensing or partnership ideas, we're offering you a chance to win a \$1,000 contribution to your selected global charity that qualifies for non-profit status.

Please describe your idea in an email and send it to pubrelat@proquest.com by September 1, 2008. Raffle drawing will be held September 5, 2008. We will notify the lucky recipient and include the results in the next issue of *Connections*.

NOTE: For all content idea submissions, we will follow up individually with the publisher contact to determine any next steps. Thank you, and good luck!



789 E. Eisenhower Parkway
P.O. Box 1346
Ann Arbor, MI 48106-1346