Program Overview

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Member of the Executive Board

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Internet inverts the cost barrier to publishing

Publishing Cost Barrier

1835
1st Mass Circ. Newspaper
$500

1850
2nd Mass Circ. Newspaper
$2.5M

1990
Online Professional Publishing
$25M

1995
Internet Publishing
$2,500
Power is shifting from producers to consumers

**Traditional Model**
- Producers in Charge

  - Expensive production facilities
  - Producer controls all product creation
  - Powerful marketing channels
  - Mass production

**Emerging Model**
- Professionals/Consumers in Charge

  - Low cost creation tools
  - Community “helps paint the fence”
  - Viral, social networks influence preference
  - Mass customization
Wolters Kluwer innovation domains

- Vertical Search
- Workflow Solutions
- Cloud Computing
- Next-Generation Publishing
Vertical Search
Moving from a content to user centric model

**Traditional Model**
- Content Centric
- Research expert as user
- Relevance determined by algorithms
- Content-centric taxonomy
- Monolithic user interface
- Context agnostic
- Single device access
- Single business model (i.e. subscription focus)

**Emerging Model**
- User Centric
- Practitioner as user
- Relevance determined by algorithms and community
- End user centric taxonomy
- Personalized user interface
- Context aware
- Multi-device access
- Multiple business models (i.e. subscription, pay-per-view etc.)
Emerging synchronous publishing model
Workflow
Automating the extended enterprise

**Traditional Model**
Closed / Proprietary
- Automate activity
- Block box, monolithic
- Tightly coupled
- Few customization options
- Does not play well with trading partners

**Emerging Model**
Open & Interoperable
- Automate process
- SOA, components, mashups
- Loosely coupled
- Greater user control, customization options
- Plays nicely with others
Cloud Computing
Shift from products to services

**Traditional Model**
“Generating Your Own Power”
- Own, manage application and IT infrastructure
- License, subscription
- One-to-one based solution
- High upfront investment, implementation time/cost

**Emerging Model**
On Demand Utility
“Cloud Computing”
- Software as a Service
- Multiple business models
- One-to-many based solution
- Limited upfront investment, shorter implementation time
Innovation hub connects centers of excellence across the globe that incubate new ideas and attract highly-specialized expertise in our innovation domains.
**Speakers**

**Vertical Search**
Karen Abramson  
President & CEO Medical Research

**Workflow Solutions**
Mike Sabbatis  
CEO CCH Tax and Accounting

**Cloud Computing**
Chris Cartwright  
CEO Corporate & Financial Services

**Next-Generation Publishing**
Henri van Engelen  
CEO Wolters Kluwer Belgium