Open Access: Ride the Wave

TRENDS

- Funders increasing pressure
- Publishers experimenting with business models
- Institutions seeking early notification of accepted articles
- Authors expecting dynamic, metadata-driven pricing
- All requiring a scalable, interconnected infrastructure
- Driven by industry standards and robust transaction data

ENGAGE AUTHORS THROUGHOUT THE EDITORIAL WORKFLOW

- Article processing charges (APCs)
- Color and page charges
- Author reprints
- Submission charges
- Member charges
- Open data charges
- Article marketing services

RightsLink® Workflow

FEATURES & BENEFITS

<table>
<thead>
<tr>
<th>FEATURE</th>
<th>BENEFIT</th>
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<tr>
<td>Advanced Pricing &amp; Discount Rules</td>
<td>Metadata-driven pricing and discounts rules enable publishers to honor pre-existing deals with institutions and funders</td>
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<td>Persistent Metadata</td>
<td>Standard manuscript metadata persists throughout the author transaction making it easy to track transactions in downstream reporting and API calls</td>
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<td>Intuitive Author Experience</td>
<td>The intuitive UI streamlines the author's workflow, minimizing the number of decisions an author has to make</td>
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<td>Impressive Collections Rates</td>
<td>CCC's collections rates are among the top in the industry, minimizing bad debt and containing costs for publishers</td>
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<td>Real-Time Reporting</td>
<td>Online reporting and APIs provide publishers with real-time updates for editorial, production, finance, marketing, etc.</td>
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PUBLISHERS PARTICIPATING IN RIGHTSLINK FOR OPEN ACCESS