

New business package for small independent journal publishers will help them compete more effectively for market share

TBI today announced the launch of Matrix – a new business development package for society and other small independent journal publishers. Matrix will help create a level playing field in the scholarly communications market by providing smaller publishers with access to the range of specialist skills and additional staff resource needed to compete effectively alongside much larger publishers.

“The benefits of scale and resources available to large commercial publishers can place smaller organizations at a significant disadvantage,” explained Melinda Kenneway, a Director of TBI. “However, collectively, small publishers represent a powerful and influential community. Matrix is designed to harness the strength inherent in this community and turn it to the advantage of each participant within the program. Matrix brings the benefits of critical mass to small publishers, helping make the services that are required to compete in today’s market – such as business development skills, technology, sales and marketing and so on – more affordable. Matrix will also offer a central procurement service to help participants benefit from increased buying power and reduced costs.”

Matrix launches initially with a complete sales and marketing package, giving small publishers access to an expert team for a fraction of the cost of internal staffing. Marketing strategy and campaigns, public relations, consortia sales representation and multi-lingual customer service are all now available within a single, comprehensive and affordable package. However, the vision for Matrix is much greater, with plans to rapidly expand the services available to provide participants with access to a complete and entrepreneurial business development unit.

The sales aspect of the service will be provided through an alliance with Accucoms B.V. “We’re delighted to be a part of this initiative,” commented Pinar Erzin, Managing Director of Accucoms. “The market has changed enormously in recent years and small publishers can’t rely solely on subscription agents and aggregators to reach the wider markets available to them. We look forward to helping smaller independent publishers reach out and compete effectively for market share.”

“It is clear we are at the very beginning of a period of significant change, creating all sorts of new business opportunities” Melinda added. “Small independent publishers are well placed to build on the close relationships that they have with their communities and to be responsive to their changing needs. Through Matrix we will work with publishers to develop this advantage. We’ve already had expressions of interest ahead of launching the service and are now looking for publishers who want to participate in the first phase of the Matrix program so we can further shape the service to meet their needs most effectively.”

Full details of the Matrix initiative are available at: <http://www.tbicommunications.com/matrix.html>

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EDITORS' NOTE

About TBI

TBI is a strategic marketing agency specializing in working with publishers, societies, libraries and other organizations within the scholarly communications environment. TBI is based in Oxford, UK but works with organizations around the world to help them identify and meet their potential through the development and delivery of effective marketing strategies and campaigns.

About Accucoms

ACCUCOMS BV is an independent company providing specialist sales and marketing services for scholarly and society publishers worldwide. Based in The Netherlands, with a satellite office in the US, ACCUCOMS provides cost-effective and efficient inbound and outbound telemarketing, global sales representation, and multi-lingual customer service.

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