



December, 2016 - in this issue:

CEO update: HighWire acquires Semantico

Usage Vizor launches!

Spring Publishers' Meetings, USA and UK



Welcome to HighWire's December enewsletter!

Hello, and welcome to our latest enewsletter and last one of 2016. In this issue, Dan Filby, CEO, HighWire brings us some very exciting news regarding [HighWire's acquisition of Semantico](#).

At HighWire we pride ourselves on bringing you new and innovative technologies, and we are proud to announce the launch of [Usage Vizor](#), the latest addition to our Vizor Suite. Usage Vizor has been designed with functionality for institutional subscription prospecting and management to help support editorial, sales and marketing decisions. As part of the launch activities, HighWire will host a webinar session on this: to register, please click [here](#).

We are now taking registrations for our [2017 Publishers' Meetings](#). These meetings are great ways to knowledge share and catch up with our team and colleagues in the industry. As such, they are well-attended so please register early! The spring meeting in the US will take place at Stanford University on 4-6 April; the UK summer meeting will be from 12-13 June, venue tbc. To reserve your place at either event, please email [Ofir Menjivar](#).

If you would like to get in touch regarding any items in this newsletter, please [get in touch](#). In the

meantime, we wish you all a happy Holiday season and look forward to many more exciting new projects in 2017!



Tracy Capaldi-Drewett,
VP Global Marketing and EMEA Sales

IMPORTANT ANNOUCEMENT from Dan Filby, CEO, HighWire

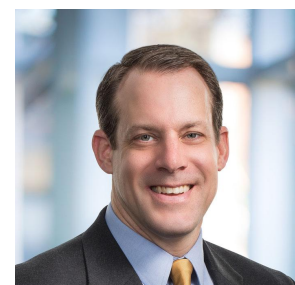


Richard Padley, Chairman, Semantico (left) and Dan Filby, CEO, HighWire

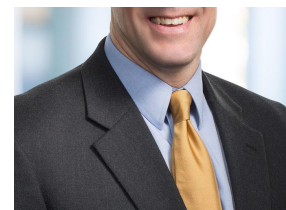
CEO update

by Dan Filby, CEO, HighWire

It is my pleasure to announce HighWire's acquisition of the well-respected publishing solutions provider, [Semantico](#).



Innovation and customer-centricity are at the core of HighWire, and this acquisition is key to both HighWire's growth and value creation strategies. The Semantico team brings us additional flexibility in how we serve our customers and also provides innovative technologies that we will leverage in an integrated product roadmap to further deliver high-quality solutions on time and to budget.



Dan Filby

The new team location is in Brighton, and along with our Belfast base will strengthen our UK operation and our ability to serve HighWire's global customers by providing additional operational support for our growing North America, UK and EMEA market.

There is a good deal to share with you regarding our newly strengthened team; the new shape of the business; and how this will benefit all our customers. We are genuinely excited at the opportunity of Semantico becoming part of HighWire, the team look forward to speaking with you in the coming weeks.

Product launch



Introducing Usage Vizor, the latest addition to our Vizor Suite

Usage Vizor is now available and includes functionality for institutional subscription prospecting and management.

Usage Vizor can help your team in the following ways:

- Publishers' can see their own institutional usage data in several ways to see comparisons over time and across institutions.
- Marketers can evaluate content consumption and plan more targeted promotions of content.
- Editors and managing editors can use the data in Usage Vizor to understand the readership patterns at article-level.

- Sales staff can mine turnaways and evaluate cost/use information.

To introduce you to the benefits and features of Usage Vizor we are running a **product webinar** on **December 13th, 2016 at 8:00 - 9:00am PST**.

To register, please click [here](#).

For more information on Usage Vizor please contact your Account Manager.

News



Ministers appoint Silicon Valley CEO to Northern Ireland US Advisory Council

HighWire Press CEO Dan Filby offers insights and connections for Technology and Publishing Sectors in Northern Ireland

It has been announced that Dan Filby, CEO of the leading digital publishing platform provider HighWire Press, has been appointed to the Northern Ireland West Coast Advisory Council which has been established by the Northern Ireland Executive Office to support trade and investment between Northern Ireland and the USA.

John Hartnett, Chair of the NI West Coast Advisory Council, welcomed Martin McGuinness, Deputy First Minister of Northern Ireland and Mr. Filby to a Silicon Valley meeting of the Advisory Council on November 10th.

Filby said, "I am honored to serve with talented leaders on the NI West Coast Advisory Council. HighWire Press has had rapid success in establishing a new center of excellence in the Belfast community. We have recruited over 75 talented professionals since March, 2016, growing our team faster than planned. Our success is evidence that Northern Ireland is an excellent choice for growth and investment".

Site launches

from Andre Kvaternik, Senior Director, Professional Services

We're proud to announce the following site launches in November:

- Client: [American Society of Health-System Pharmacists \(ASHP\)](#)
- Project: [1 migrated JCORE site](#)
- Project Manager: Loren Ferguson

- Client: [Academy of Management \(AOM\)](#)
- Project: [1 new journal site](#)
- Project Manager: Charlie Sullivan

- Client: [American Association of Respiratory Care](#)
- Project: [1 migrated JCORE site](#)
- Project Manager: Mark McLoughlin

- Client: [American Society of Hematology](#)
- Project: [1 migrated OA site](#)
- Project Manager: Alex Matulich

Blog posts, events, and webinars

Thought leadership blogs

Doing the Charleston

Attending the Charleston Conference is a right of passage in the scholarly publishing industry; here's what Linda Treffinger thought of the annual event. [Read post.](#)

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Blog from the archive:

Data, what is it good for? Success ... that's what!

Are we using data enough; do we have the right data; and are we looking at the results in a meaningful way? ... [Read more.](#)



Dates for your diary

HighWire Spring Publishers' Meeting 2017, USA

The HighWire Spring Publishers' Meeting, USA will take place at Stanford University and the dates are confirmed as:

- April 4-6, 2017



HighWire Spring Publishers' Meeting 2017, UK

The HighWire Spring Publishers' Meeting, UK will take place in London - venue tbc. The dates are confirmed as:

- June 12-13, 2017



If you'd like to pre-register, please email: [Ofir Menjivar](mailto:Ofir.Menjivar@highwire.com)

Events in Q1 2017

Europe: [APE Conference](#), 17-18 January

Webinars in Q1 2017

Our webinar schedule will be announced shortly, more information to come ...

And finally ...

HighWire's corporate office moves to Los Gatos, California!

We are very excited to announce our new corporate office location at:
973 University Avenue, Los Gatos, California!



We will move in on November 30th and could not be more enthusiastic about the opportunity to have our own branded standalone office built out to fit the needs of our growing business. Just 20 short miles from our prior space, this office, with its open floor plan and light and bright atmosphere, has been modelled specifically with employee collaboration and customer-centricity in mind. We look forward to our next opportunity to host our customers in our new space.



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