Agenda

1. Print is legacy business!
2. Evolution is not enough!
3. Governance and responsibility are key!
Successful marketing and usage of individual products in print - Booktrade as a „bookshelf“ and high tolerance of heterogeneity

Central Value Proposition of individual products
- Renowned authors
- High quality secondary contents
- Well-structured formats
- Highly based on re-use of OGD

Marketing
- Promotion of individual products using traditional methods like mailings, ads etc.
- Sales via booktrade as a „bookshelf“
- Direct marketing and retail distribution of pure subscription products
Main current technology trends change the requirements and processes of our customers ...

- CRM
- Electronic Client File
- Workflow tools
- Tablets
- Cloud Computing
- Law Firm Website
- Law Firm Newsletter
- Legal Databases
- Social Media
- Law Firm IT
- Outsourcing
- Mobile Computing
- „Bring your own device“
- Big Data
- Business Intelligence
- Automation
... require new products and services with additional values ...

<table>
<thead>
<tr>
<th>Print</th>
<th>Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Print Image" /></td>
<td><img src="image2" alt="Digital Image" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Workflow</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image3" alt="Workflow Image" /></td>
<td><img src="image4" alt="Services Image" /></td>
</tr>
</tbody>
</table>
... and their interlinking and integration
... and their interlinking and integration
... and their interlinking and integration
… and their interlinking and integration

Integration

Web Content

Social Media

Law Firm Content

CRM/Big Data

Print

Workflow

Services

Digital

Timeliness

Mobility
... and their interlinking and integration
The demand for professional information solutions changes

**Traditional work environment**

- Manual/intellectual covering products of various publishers
- Limited on adequate design of individual titles
- Fast release of titles related to reforms etc. anticipated
- Limited usage, restricted locally to libraries, lawyer’s offices etc.

**New digital work environment**

- Integrated access to all relevant contents and sources, covering various publishers and supported by a consistent search logic
- Integrated Workflows and Tools (e.g. document processing), direct access to OGD sources
- Daily Updates from all sources, news and analysis de-coupled from release dates
- Ubiquitous use and processing of information
Agenda

1. Print is legacy business!
2. Evolution is not enough!
3. Governance and responsibility are key!
Move from incremental improvements to changing the market

<table>
<thead>
<tr>
<th>Make work processes easier and more efficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content integration in enterprise software</td>
</tr>
<tr>
<td>Contents available online/eBook</td>
</tr>
</tbody>
</table>
Move from incremental improvements to changing the market

**Make work processes easier and more efficient**

**Content integration in enterprise software**
- 60% of customers use software solutions from competitors

**New business models with modules/bundles**
- Customers buy content across brands

**Contents available online/eBook**
- Only 20% of required content is online

**Mobile cooperation and ubiquity**
- Strong position of market leaders
Move from incremental improvements to changing the market

Make work processes easier and more efficient

Open Platform

Content integration in enterprise software
60% of customers use software solutions from competitors

New business models with modules/bundles
Customers buy content across brands

Contents available online/eBook
Only 20% of required content is online

Mobile cooperation and ubiquity
Strong position of market leaders
Move from incremental improvements to changing the market

<table>
<thead>
<tr>
<th>Make work processes easier and more efficient</th>
<th>Open Platform</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content integration in enterprise software</td>
<td>Content integration in enterprise software</td>
</tr>
<tr>
<td>60% of customers use software solutions from competitors</td>
<td>Public interfaces for technical platform</td>
</tr>
<tr>
<td>Customers buy content across brands</td>
<td>Integration of existing solutions</td>
</tr>
<tr>
<td>Minor investments for partners</td>
<td>Minor investments for partners</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>New business models with modules/bundles</td>
<td>New business models with modules/bundles</td>
</tr>
<tr>
<td></td>
<td>Customers buy content across brands</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Contents available online/eBook</td>
<td>Contents available online/eBook</td>
</tr>
<tr>
<td>Only 20% of required content is online</td>
<td>Only 20% of required content is online</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile cooperation and ubiquity</td>
<td>Mobile cooperation and ubiquity</td>
</tr>
<tr>
<td>Strong position of market leaders</td>
<td>Strong position of market leaders</td>
</tr>
</tbody>
</table>
**Move from incremental improvements to changing the market**

<table>
<thead>
<tr>
<th>Open Platform</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Make work processes easier and more efficient</strong></td>
</tr>
</tbody>
</table>

**Content integration in enterprise software**
- 60% of customers use software solutions from competitors
- Public interfaces for technical platform
- Integration of existing solutions
- Minor investments for partners

**New business models with modules/bundles**
- Customers buy content across brands
- Flexible business models similar to print

**Contents available online/eBook**
- Only 20% of required content is online

**Mobile cooperation and ubiquity**
- Strong position of market leaders
Move from incremental improvements to changing the market

<table>
<thead>
<tr>
<th>Make work processes easier and more efficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Platform</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Content integration in enterprise software</th>
</tr>
</thead>
<tbody>
<tr>
<td>60% of customers use software solutions from competitors</td>
</tr>
<tr>
<td>Public interfaces for technical platform</td>
</tr>
<tr>
<td>Integration of existing solutions</td>
</tr>
<tr>
<td>Minor investments for partners</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>New business models with modules/bundles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customers buy content across brands</td>
</tr>
<tr>
<td>Flexible business models similar to print</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contents available online/eBook</th>
</tr>
</thead>
<tbody>
<tr>
<td>Only 20% of required content is online</td>
</tr>
<tr>
<td>Content coverage across publishing houses</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mobile cooperation and ubiquity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strong position of market leaders</td>
</tr>
</tbody>
</table>
Move from incremental improvements to changing the market

**Open Platform**

**Content integration in enterprise software**
- 60% of customers use software solutions from competitors
- Public interfaces for technical platform
- Integration of existing solutions
- Minor investments for partners

**New business models with modules/bundles**
- Customers buy content across brands
- Flexible business models similar to print

**Contents available online/eBook**
- Only 20% of required content is online
- Content coverage across publishing houses

**Mobile cooperation and ubiquity**
- Strong position of market leaders
- Full integration and linking
Jurion as an open platform, enabling content integration of various publishers and sources

- JURION content integrator
  - jStore (Online)
- JURION Workflow
  - jDesk, jCloud (Offline mobile app and desktop)
- Jurion Thesaurus „jSearch“

Publisher

- jBooks
  - Books
  - Loose-leaf
  - Professional Journal
- JURION Select
  - Online Databases
    - Adajur
    - Stotax First
    - Heymanns Patentrecht
    - Werner Online
    - ...
- JURION Primary Content
  - OGD sources
    - EUR-Lex
    - National legislation
    - Regional legislation
    - High courts
    - ...

Customer Content

Wolters Kluwer customer (jLink)
Key Features / Value Proposition Jurion (customer)

Integration
- All relevant contents from one source
- Integration of different formats (comments, loose-leaves, ...)
- Integration of different IT solutions in one system

Productivity
- Improvement of workflow processes
- Increased effectivity to solve interdisciplinary problems
- Savings of time and effort due to improved search

Timeliness
- Fast product updates
- Direct updates of news and industry developments
- Direct updates of legislations, jurisdictions, comments etc.

Mobility
- Ubiquitous use - no local limitations
- Synchronisation of all data „on the go“
- Independent from devices, working across platforms
1. Print is legacy business!

2. Evolution is not enough!

3. Governance and responsibility are key!
Value Proposition Implementation

**Integration**
- Creation of domain knowledge models as semantic backbone
- Semantic web technologies as intelligent integration layer
- Ingestion of OGD data in a machine-readable standard format

**Productivity**
- Streamlined processes spanning from acquisition to usage
- Enrichment of contents by interlinking, contextualisation and disambiguation

**Timeliness**
- Direct links to primary sources and their information assets
- Updates creating alerts direct from the source

**Mobility**
- Information on changes processable everywhere
- Extensive use of contextual information (geolocation)
Multitude of enablers for getting the job done

Technology
- Semantic Web technologies and standards
- Common APIs
- Tools to support Data and Information life cycle

Information
- OGD direct from source prepared for automatic processing
- Responsibility for data quality and governance remains with data owner
- Proper licensing and IPR strategy implemented

Knowledge
- Domain knowledge made accessible as important asset
- User generated content as new input stream for knowledge sharing
- Data curation and development as widely supported core process

Application
- Mashups connecting data from different sources to support e.g. European job market
- Accelerating innovation cycles by enabling fast application development
- Introducing new paradigms for information usage in multiple environments
Content and semantic search architecture WK Germany - Initiatives

**Sources**
- Crawler
- Importer

**XML**
- Metadata extraction and enrichment
- Linking/pattern recognition

**CMS**
- Meta Data editor
- Meta Data DB

**External meta data**
- Silk VaLiAnt
- IntraFind

**Content Mgmt.**

**Retrieval/Search**

**User query**
- Query analyzer
- System query
- Search
- Raw result
- Result analysis

**Search result**
- Search feedback

**Other content/semantic topics**
- Automatic law consolidation
- LOD2 project, open data
- ...

**PCI Meta Data**
- Editor
- Manager

**Thesaurus**

**Languages**
- Auto suggest
Demo PO data and WKG data
Add primary source reference as linked data
Employment Scenario Dashboard for Applicant  
(always comparing the current location with the one across border in a single widget)

<table>
<thead>
<tr>
<th>Job View</th>
<th>Job search widget</th>
<th>Prospective Income calc</th>
<th>Average retirement provisions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Feelgood factor View</th>
<th>Density of cultural events</th>
<th>Coverage of day-care</th>
<th>Crime Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Location View</th>
<th>Public transport widget</th>
<th>Average cost of living</th>
<th>Tax calculator for travel</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Summary and Outlook

- **Semantic Web** technologies and Linked Data are an *enabler for innovative information products* and services.

- **OGD** serves as an important *incubator and active player* in the evolving data economy.

- Stronger **collaboration** between industry, administration and research is required to accelerate current developments in a complex global environment.

- **Wolters Kluwer** is willing and able to *contribute* to these efforts and is already actively extending its activities and its networks within these communities.

- Responsibilities and issues around *governance and licensing* of data must be solved for a broader uptake of these technologies and data.
## Contact

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Christian Lindemann</td>
<td><a href="mailto:clindemann@wolterskluwer.de">clindemann@wolterskluwer.de</a></td>
<td><a href="http://www.wolterskluwer.de">www.wolterskluwer.de</a></td>
</tr>
<tr>
<td>Christian Dirschl</td>
<td><a href="mailto:cdirschl@wolterskluwer.de">cdirschl@wolterskluwer.de</a></td>
<td></td>
</tr>
<tr>
<td>Jurion platform</td>
<td><a href="http://www.jurion.de">http://www.jurion.de</a></td>
<td></td>
</tr>
<tr>
<td>LOD2 project</td>
<td><a href="http://lod2.eu">http://lod2.eu</a></td>
<td></td>
</tr>
</tbody>
</table>