OPEN ACCESS...
BUT PROFESSIONALLY

Jacek Ciesielski
CEO, Versita
Open access… and the journal will fly
COMMON BELIEF

Open access… and the journal will fly

REALITY?

Open access will NOT replace hard work to edit, produce and market the journal
COMMON BELIEF

Open access… and the journal will fly

REALITY?

Open access will NOT guarantee success; you will compete against other open access and paid access journals
Common Belief

No cost for the reader, no cost for the publisher
COMMON BELIEF

No cost for the reader, no cost for the publisher

REALITY?

If you want to have a journal, be prepared to pay for it
COMMON BELIEF

No cost for the reader, no cost for the publisher

REALITY?

Editorial work costs, technology costs, marketing costs
Common Belief

Open source technology is ideal for open access content
COMMON BELIEF

Open source technology is ideal for open access content

REALITY?

Open source technology is more expensive and less reliable than commercial technology
COMMON BELIEF

Open source technology is ideal for open access content

REALITY?

Nobody will take responsibility for open source technology when it fails; nobody will take responsibility for its development, administration, customers support costs and servers cost
COMMON BELIEF

Open source technology is ideal for open access content

REALITY?

Licensing the world’s leading technology solutions is much cheaper and more convenient than struggling with open source solutions
And... don't forget

READERS

They want much more than open access:

- Reliable access, no downtime, fast download
- Reference linking
- Your metadata in abstracting databases asap
AUTHORS

They want much more than open access:

- Reliable online submission system
- Robust e-publishing technology for their content
LIBRARIANS

They want much more than open access:

- Reliable host for endorsed OA publications
- IP authentication to collect usage statistics
To build sustainable presence and successfully compete OA journals must use the same or similar solutions and services which are used by major international publishers and which are cheaper and more efficient than open source systems.
VERSITA OPEN (www.versitaopen.com)

- publishes over 200 society journals from about 20 countries
- does not impose any OA model on published journals
- offers journal production, marketing and distribution
- uses MetaPress, Editorial Manager, CrossRef and other world’s leading technologies
Real-life Example

Versita expands its presence in Central Europe. Time now European markets will be covered by Versita and Versita Open publishing services. Market Entry Events took place last week in Hungary and Bulgaria.

Read more...

2011-01-17
Step forward in the digitalization of sciences in Poland. Polish Academy of Sciences will publish their journals with Versita. A leading scholar and research institution in Poland decided to expand availability of research by publishing electronically 21 of its journals in the Open Access model.

Read more...

Versita Open is one of the world's leading Open Access platforms, hosting full texts of nearly 200 scholarly journals that currently belong to many societies, universities, and research institutes.

Journal owners enjoy fast access to publishing technology, coverage by abstracting databases, PubMed, and Thomson Scientific, as well as consortia distribution to thousands of libraries worldwide. Librarians receive a large collection of open access journals and articles available through a platform known to many librarians (MetaPress), and quick and competent librarian support. Potential authors do not have to pay article processing charges for most of the journals, while Versita often offers access to articles for everybody.

Besides the open access platform, Versita also publishes journals in a subscription-based model. Please visit the other website, www.versita.com.
Thank you

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