

Helping you
to connect
the best minds
to the most
people



The expectations of your end-users in today's digital world move at a phenomenal pace. Using advanced analytics, design and user experience (UX) expertise and best practice implementation, HighWire Consulting can help you to meet and exceed those expectations, now and into the future.

Deciding which technology solution to invest in can be challenging enough; knowing how you're going to get the best out the technology to ensure you meet yours goals can be another challenge all together. At HighWire, we recognise this. Our HighWire Consulting team offer independent support and advice, as well as consultancy on how to maximise your investments in HighWire solutions.

Turning data and information into tangible results

In an increasingly connected world, the data you can gather on your products and your users is increasing exponentially. The challenge for many organizations is how to turn data to information to knowledge and ultimately wisdom. All HighWire solutions come with advanced reporting capabilities. Our HighWire Consulting team can help you turn this data and information into usable knowledge that will drive tangible improvements in the performance of your publications.

“The consulting services that HighWire provide is invaluable to our customers. Whether it's supporting their RFP process to identify a digital publishing partner or to get insight and advice on their journal impact and site usage, the analysis and strategies HighWire delivers amalgamates years of experience in the scholarly publishing industry into a focused, evidence based and actionable strategy.”

Dan Filby, CEO, HighWire

Features & benefits

✔ Identity management and single customer view

Provides guidance on best practice for your access management user authentication approach within your business.

✔ UX design and best practice

Provides a holistic review against general design principles and best practices taking into account your business goals, areas of concern.

✔ Discovery and engagement

Provides insight and alternative approaches to existing business practice as well as delivering efficiencies and evidence based strategies tailored to you.

✔ Understanding your user personas

Provides you with a set of core user archetypes with which you can focus your marketing, development and content decisions on real world usage.

✔ Data and search analysis

Identifies trends and patterns in article, institutional and turn away usage and empowers publishers and editors to make evidence-based decisions on actionable information.

Journal impact analysis

A common problem

Journal Impact Factor (JIF) is an industry recognized measurement, but how do you to know what's driving the performance of your journal(s) up or down?

You may have access to the journal performance data, but what actionable intelligence and reporting is provided to your editorial and journal management teams to help them understand what real-world influence has caused the increase or decline so it can be replicated or corrected?

These are common challenges that we hear when speaking to publishers; "I have the data, but I'm not sure how best to use it".

How we help

"I have the data, but I'm not sure how best to use it" is a common challenge that we hear when speaking to publishers.

Our experienced team utilise the powerful reporting and insights capability of the HighWire Analytics tools Impact Vizor and Usage Vizor to work with your in-house team to scope, define and agree actionable plans that will help to improve the performance of your journals.

Usage and Impact data analysis

A common problem

You know you should be analyzing your usage and impact data but just don't have the time or resources to mine and interrogate the data to get actionable learning.

How we help

Would your internal team benefit from an in depth analysis of both usage and article impact analysis, allowing them to focus on editorial and marketing strategies to grow your business and keep ahead of the curve?

Our data mining and analysis services provide all this without blocking internal resource and slowing down the normal function of your business. Providing data driven solutions and strategies that can be both actioned and tracked.

Expert design review

A common problem

When your site was launched you would have used the latest technology and undertaken user testing to ensure the journeys, features and content were exactly what your users wanted.

However, time has passed; a lot more content has been published, features have been amended, removed and added, and new technologies have come along; some of which you've be able to embrace but others haven't been adapted.

How we help

All this change means that whilst you have done your best to maintain an efficient and effective website, it's not longer performing exactly how you want.

Our specialist User Experience consultants can review your site holistically against general design principles and best practices, take your business goals, areas of concern, and any anecdotal user feedback into account, and document any identified usability issues along with their priority. The output report can then be used to implement short-term fixes as well as review the longer-term direction of your platform requirements.

Whether you choose from our suite of modular applications or our entire intelligent platform, we help all publishers to create the best digital experiences and reach the most people.

 HighWire | Submissions

 HighWire | Identity

 HighWire | Hosting

 HighWire | Commerce

 HighWire | Analytics

 HighWire | Consulting

Find out how we help get Knowledge Amplified™
www.knowledgeamplified.com

