



Next generation, multicontent hosting for publishers



HighWire
Powered by **MPS**

HighWire Hosting enables the academic and scholarly community to display, disseminate, analyze and monetize their content online, using an intuitive, flexible and easy-to-use publishing platform.

HighWire is a content platform that lets you think outside the box because each site is customizable, extensible and can keep up with the changing expectations of the online community. The platform supports not only books and journals, but any content type such as news, videos, technical standards and manuals, case studies, systematic reviews and reference works. Not only does HighWire Hosting support a full range of content, it also provides a full range of tools to support the publishing lifecycle: from content ingestion, preview and embargo support, publication, alerts, browse, search, taxonomic support, discovery, access control, eCommerce and analytics. It allows for easy, browser-based administration of site features and design configurations, enabling an adaptable and responsive site design.

Our strength lies in an open, interoperable approach, meaning we can easily integrate third-party systems, standards and technologies. This architecture enables us and our partners to build additional products, components and extensions to existing products and integrate them relatively easily and quickly, avoiding the problems found in more monolithic systems, and enabling greater scalability. Publishers can retain control over their content offerings and configure the site to support a specific business goal, for example, to prominently feature new or curated

content or to showcase specific content for a targeted audience.

Our industry-leading approach to semantic search and discovery means that all content types are treated as first-rate citizens in your site, and can appear on landing pages, in search results, and in related content widgets. This makes a big difference to internal and external discoverability by surfacing and cross-pollinating your content to users who will find it compelling.

The HighWire platform design is based on extensive interviews with members of the scholarly community, including clinicians and researchers. These interviews have given us valuable insights that we've been able to translate into efficient user journeys. As a result, it gives your users what they value most: an uncluttered view, fewer clicks to find useful content, and knowledge at their fingertips.

"We have ambitious plans for future development of the Cochrane Library and these can only be delivered by this move to a new and more flexible platform. With this launch, users will immediately notice a richer experience, but we see this is as merely the start of our journey."

David Tovey,
Editor in Chief, Cochrane Library

Features and benefits

- ✓ Full publishing lifecycle support through specialist tools
- ✓ Easy to use self-service tools to give you more control over your sites
- ✓ Display multimedia in-line, in separate tabs, as related content, or in search results
- ✓ Industry-leading discoverability across all content types
- ✓ Open and interoperable, with over 100 existing third-party integrations
- ✓ Integrated with Sigma, our seamless identity and access management solution