SIPX for Content Providers

sipx

Manage copyrights. Deliver content and measure access. Maximize value. One end-to-end system.

Developed at Stanford University, SIPX (pronounced "sip-ex") is a new web-based technology, created to manage copyrights and deliver digital documents for the higher-education marketplace. The SIPX service is unique. It brings together libraries (small and large), university management, educators, students, creators, publishers and content owners, rights agents, and content aggregators in the first end-to-end system for the management, distribution and measurement of course materials within higher education.

SIPX blends seamlessly into campus systems and online education environments such as MOOCs (massive open online courses) to help professors enrich their educational materials by delivering all types of course materials to students faster, easier and legally. Students can download content to various devices and pay less because SIPX recognizes and appropriately applies different discounts or existing rights, and highlights the subscriptions purchased by school libraries. SIPX's analy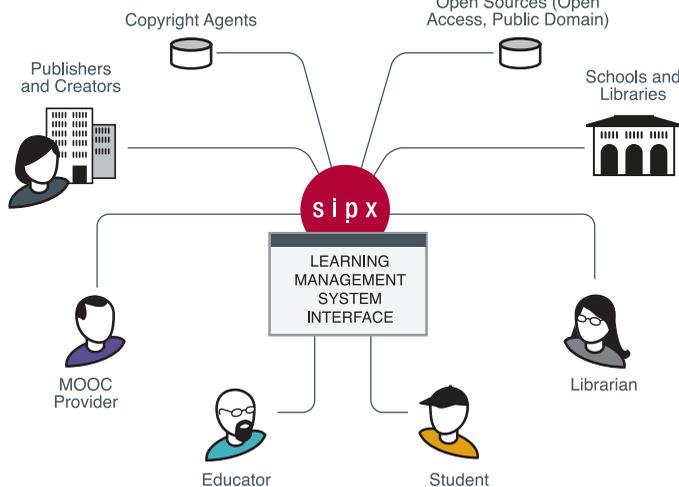tics data also helps universities and publishers accurately understand what content students are connecting with and how to leverage that content most effectively. Differential pricing -- by school affiliation or region -- allows publishers to maximize sales.

Getting started with SIPX is easy. SIPX accepts a variety of metadata and/or content delivery options, including XML or ONIX feeds, FTP sites, and more. Fulfillment options include URL delivery of content from publisher platforms.

SIPX is based on many years of grant-funded Stanford research (built on a predecessor project called the "Stanford Intellectual Property Exchange"). The first SIPX system pilot began at Stanford in April 2011 and expanded since then. SIPX, Inc. was incorporated in May 2012; the core management team was in place in September; and the company closed its first round of institutional financing in October. Funders include XSeed Capital Management, Mohr Davidow Ventures, Stanford University, Ulu Ventures, Konica Minolta and a number of strategic angel investors.

Diagram labels: Copyright Agents; Open Sources (Open Access, Public Domain); Publishers and Creators; Schools and Libraries; sipx; LEARNING MANAGEMENT SYSTEM INTERFACE; MOOC Provider; Educator; Student; Librarian

SIPX BENEFITS

- Easy, transparent, fair for all parties
- Valuable analytics for editorial, marketing, and sales departments
- Easy metadata integration
- More legitimate use of content
- Differential pricing
- Ready for MOOCs

"UC Press is actively experimenting with new models of scholarly communication that improve the accessibility of knowledge and facilitate superior teaching and learning. We see enormous value in how the SIPX service uses technology to bring a unified approach to what's been a fragmented ecosystem. We expect this end-to-end solution will help us immediately provide even better targeted digital content to schools, students, and MOOCs."

— Clare Wellnitz
Director of Intellectual Property and Subsidiary Rights
University of California Press

LEARN MORE

Visit www.sipx.com for more information, or contact info@sipx.com to find out how SIPX can help your institution.

SIPX, Inc.
855 El Camino Real
Building 5, Suite 350
Palo Alto, CA 94301
www.sipx.com

SIPX Testimonials

> The transparency and immediacy of information provided by SIPX will help instructors and students to select and consume our content in the way that best meets their educational needs, whether on campus or in MOOCs. ACM supports this exploration of new educational models.
>
> — Scott Delman
> Director of Publishing,
> Association for Computing Machinery

**acm**
Association for Computing Machinery

STANFORD UNIVERSITY

> We've been using the SIPX service since inception, and this system solves problems that no other technology has been able to fix. From day one we have experienced benefits such as a streamlined process for managing digital reading lists, more efficient copyright licensing, and enhanced impact from better subscription budget management.
>
> — Michael A. Keller
> University Librarian and Director of Academic Information
> Resources, Stanford University

> The ecosystem supporting online academic content can be complex, but working with SIPX has made it easier for Metapress to support the use of our publishers' content in MOOCs. MOOCs are a growing part of the higher education environment and our publishers want to be on the leading edge. We are excited to support our publishers as they provide content to this expanding educational delivery system.
>
> — Jeff Deneen, Ph.D.
> Director of Sales and Marketing, Metapress

metapress
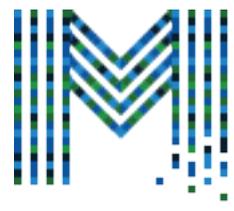
businessexpert Press

> We are excited to partner with SIPX. In the rapidly evolving education world—online learning, blended learning, flipped classrooms, and MOOCs – the detailed analytics and pricing models SIPX offers will help us make more informed business decisions.
>
> — David Parker
> President, Business Expert Press