



## Aries Industry Advisory Board

**Date:** June 23, 2022

**Time:** 8:30am – 11:00am ET

**Location:** Zoom

**Attendees:**

**Aries Systems:** Jennifer Fleet, Brianna Bowen, Betsy Hopkins, Kate Horgan, Pierre Montagano, Nathan Westgarth

**Industry:** American Chemical Society, American Society of Civil Engineers, New England Journal of Medicine, PLOS, Sage Publishing, Taylor & Francis, Thieme, Wiley, Wolters Kluwer, World Scientific

The meeting commenced at 8:39am US – Eastern. Brianna Bowen, Director of Marketing called the meeting to order and Jennifer Fleet, Managing Director—Aries Systems welcomed the board members and thanked them for their time and participation. We then went around the “room” and shared introductions.

Jennifer then reviewed the Ground Rules for the Board and the meeting, including legal guidance and participant guidelines.

She continued with an Aries Business Update covering the following topics:

- Current Submission Count
  - We are seeing the peak drop off – peak in 2020, drop a bit in 2021. Discussions at SSP were that there is a general drop off across multiple disciplines.
  - China continues to dominate the usage statistics.
- Meeting Logistics
  - Aries wanted to host the June 2022 meeting in person but we had some board members accept and then changed to decline due travel and COVID restrictions. Aries is committed to trying for an in person meeting in Frankfurt in October.
- Changes at Aries
  - Kate Horgan has moved into the Director of Product role within Aries. We are actively seeking a Senior Director of Client Services.
  - Aries has increased staff to support our user experience initiative.
- Current Priorities
  - Aries migration to the cloud initiative.
  - Shift to Agile, further work in Marketing to create consistency and transparency, all part of the work we are doing to accelerate system performance and development.

Pierre Montagano, Director of Sales at Aries, introduced himself and presented on the Sales methodology and the LiXuid Manuscript vision:

- Introduction
  - Long career in publishing – has worked for several organizations within the scholarly publishing industry.
  - Pierre introduced a bit about himself and his family.
  - He then shared information about his team and the sales philosophy:
    - Client Development Manager and Partnerships located in France.
    - Client Development Manager located UK.
    - Client Development Manager North America – open position.
    - Sales philosophy:
      - Consultative approach partnering with customers, looking at what workflow problems we can solve collaboratively.
      - Focus on providing measurable value to our customers through cost saving and speed to quality publication.

- Sales have traditionally focused downstream with EM, however, it is a saturated vertical with a market cap of proximately 100M.
    - Downstream- partner with ecosystem providers to provide seamless integrations that will improve quality and time to production
    - Upstream- Only a subset of our current customers use our production workflow. How do we grow that number by solving current problems and delivering measurable value.
- LiXuid Manuscript Vision:
  - We are very excited about moving to XML first workflow. This is a new area for Aries. If we can do that early in the process we can provide value add.
  - LiXuid is not a product, it is a new way to handle publication workflows that'll save time and money.
  - Certain functions will be brought in house. LiXuid does not perform all functions in the workflow, just the major functions and there is set up.
  - Pierre then posed some questions to the board around LiXuid Manuscript where most board members contributed to the converstation providing their thoughts and perspectives.

Kate Horgan, Director of Product and Nathan Westgarth, Vice President of Product Management at Aries, presented on Aries Guiding Principles.

- Kate began the discussion by providing the history, purpose, and context for Aries/Elsevier Guiding Principles. She also shared some history regarding the inception of the Aries Industry Advisory Board (AIAB).
- Kate then reviewed the proposed changes to the Guiding Principles outlining specific changes by displaying the existing and proposed guidelines side-by-side.
- Nathan presented the opportunities these proposed changes presented, the benefits, and the approach for implementing stated changes.
- Nathan then shared three use cases that outlined opportunity, benefit, and approach to provide additional information and context for the board members.
- The topic was then open for discussion and feedback was collected. Board members voiced that they would like to take some time to review the proposed changes with stakeholders within their organizations and would provide Aries with any additional feedback.

The meeting was then opened up to address any further discussion around all topics covered. The meeting concluded with the following wrap up and action items for Aries staff:

- Further conversation around LiXuid Manuscript and Aries/Elsevier Guiding Principles was welcomed by Aries in a group or 1:1 setting.
- Aries is seeking to host our next Advisory Board meeting in Frankfurt in October. Please let us know your flexibility on either end of book fair. We will not conflict with STM or opening day. If you have preference please do let us know.

The meeting concluded around 10:39am US-Eastern.