

Integrated Service Partnership enables Karger

to provide value-added author services not only to society partners and institutional customers but also for itself.

Customer:

Karger Publishers based in Basel, Switzerland is one of the pre-eminent publishers of medical and clinical content for the researcher, practitioner and patient.

Industry:

STEM, medical and clinical publishing

Challenge:

To improve the experience for Karger authors; to extend the range of author services available for the benefit of Karger and its authors

Customer Use Case:

From the very start of the relationship it was clear that Enago and Karger were two organisations sharing the same dedication to excellence in author service. Most author service agreements usually focus on just two core services – editing and translation. Not Karger's. The agreement with Karger allows it to offer any Enago service to its customers – researchers, libraries, medical societies and research organisations. Karger offers high-quality Enago training to authors and institutional customers (webinars and workshops) thanks to its agreement with the Enago Academy.

Benefits:

Karger can cherry pick from the entire range of Enago services for its own use and offer those services to its global customers and authors. Authors receive discounts on Enago services. Karger is able to allocate its budgets efficiently to purchase a spread of services, and this enables access to Karger content in a variety of languages, besides ensuring the high quality of the education services provided to Karger authors and customers.

Benefits:

- › Shared dedication to author services.
- › Extensive range of services.
- › Cost-effective training options.

Challenge:

To extend the range of services offered to its customers and authors as well as for Karger's own use.

Solution:

Integrated Services Partnership enables the publisher to select from all Enago services to make available to its customers and authors. The ISP is fully flexible and services can be added at any time.



“ Before working with Enago, we had long admired their suite of services offered to authors. So this collaboration with Enago made it possible for Karger to offer high quality services to support our authors at any stage in the writing process. We want to be certain that authors have the best possible understanding of what is required when submitting to a Karger publication. We also wanted to be able to selectively use Enago services for our own use. Enago translation, editing and education services do exactly what is required. Enago have proven to be flexible and responsive to our requirements, precisely what we need in any business partnership. We have since worked with Enago on other priority projects and look forward to continuing the collaboration. ”

Paul Lavender – Strategic Competence Lead, Education and Learning

The partnership with Karger has expanded to include internationalisation services. Enago has worked closely with Karger to help them to produce multi-lingual versions of its author education courses, Campus. Enago produced translations in key languages including Chinese, Spanish, Japanese, Korean and Portuguese. Translations were performed in four file formats, to allow easy integration of the finished work into Karger's learning management system. Today, Karger is able to educate authors on best practice in scholarly publishing including Karger's own specific publication requirements, regardless (in most cases) of the first language of the author.

Conclusion:

Karger's desire to provide excellence in author and customer services is matched by Enago's. By providing Enago services to its clients, beyond just editing and translation services, it is able to extend its range of services without impacting staff or budgets as well as without impacting the services already provided by Karger, so that everyone benefits. The relationship with Karger defines a positive partnership in publishing.

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