

10 REASONS TO ADOPT MIGHTY LINKOUT MACHINE



Mighty Linkout Machine is an article retrieval solution unlike any traditional online link resolver technology or traditional document delivery service. Mighty Linkout Machine enables information resource managers to improve article retrieval speed, processes, and pay-per-view cost savings, while achieving 100% article-level linkouts to PDF journal content.

1. MAKES END USERS HAPPIER BY SIMPLIFYING CONTENT RETRIEVAL.

Existing online link resolver technology has its place, but end users who interact with these solutions do not always find their way to the actual content they want and if they do, it is often with many unnecessary steps. Rather than navigating back-and-forth within online environments, Mighty Linkout Machine enables users to place orders for articles the same way they always have. They don't need to change their work habits. This simplified method provides a linear ordering experience with a consistent result – an article-level linkout to e-holdings, an article delivered from a print collection, or an article via document delivery – each and every time.

2. WORKS FOR ALL ORDERING METHODS – ONLINE, EMAIL, FAX, AND WEB SERVICES.

Unlike traditional online link resolvers, Mighty Linkout Machine is a speedy offline solution. MLM accommodates multiple points of entry such as OpenURL technology used by online link resolvers as well as other offline methods used to initiate document delivery order requests such as email, fax, and web services.

3. AS A FIRST TIME SOLUTION OR THE SAFETY NET TO YOUR EXISTING LINK RESOLVER SOLUTION.

As the safety net to your existing link resolver solution or a first-time solution, Mighty Linkout Machine can deliver significant savings. Cost savings are realized through reductions in per article service fees of up to 50%, automation of fulfillment through internal collections, and thousands of dollars in savings from offline orders that cannot be processed by online link resolver technology.

4. NO UP-FRONT OR LUMP SUM COSTS REQUIRED.

Mighty Linkout Machine requires zero costs up front and no

hidden fees. Reprints Desk believes that a fair pricing model is to charge by usage – per link or document that is delivered. This means you and your organization only pay for what is used.

5. OPTIONAL RIGHTS MANAGEMENT INTEGRATION FOR LINK AND DOCUMENT DELIVERY.

Through Reprints Desk's relationship with the Copyright Clearance Center, your organization can generate greater value from the reuse rights it has via copyright licenses and publisher agreements by adopting Mighty Linkout Machine. With MLM the most favorable rights can be surfaced to end users within the email they receive for all order types. This is a consistent process that does not require the user to leave their workflow, no matter the ultimate source of fulfillment.

6. ENABLES YOU TO CHARGE BACK LINK RESOLVER, DOCUMENT DELIVERY, AND SUBSCRIPTION RELATED EXPENDITURES.

By adopting Mighty Linkout Machine and switching your document delivery to Reprints Desk, you'll not only reap the benefits of receiving service from the top-rated provider (that's us) – you'll also be able to employ a transaction-based service model that enables you to charge back most costs from your department – document delivery, linkouts to licensed e-content, bouncebacks to print collections, and even subscriptions – to other departments or workgroups if desired.

7. TWO WORDS: SERVICE & INNOVATION.

Modestly, we like to believe that our 3rd party accolades speak for themselves. We were ranked #1 overall and in each category within the Outsell 2008 Document Delivery Best Practices & Vendor Scorecard, earned a 97% customer satisfaction mark

from D&B's Open Ratings in 2009, and were also named one of the Top 100 Companies that Matter in Knowledge Management by KMWorld in 2009.

8. GENERATES GREATER USAGE FROM SUBSCRIPTION CONTENT.

Anything less than 100% article-level linkouts results in less than full utilization of subscribed content, even when that content may be explicitly requested. Mighty Linkout Machine solves this issue, ensuring that subscription content is always delivered to end users. As a result, your organization can eliminate unnecessary document delivery requests – plus the copyright and service fees that accompany it.

9. NON-MIGHTY IT INVOLVEMENT.

As mighty as Mighty Linkout Machine is, its IT requirements do not parallel its name. In fact, they are the exact opposite. MLM is a hosted software service that requires zero client-side IT involvement: no installations, no trouble-shooting, and no maintenance.

10. ENABLES YOU TO INCLUDE OPEN ACCESS CONTENT IN YOUR COLLECTION.

Mighty Linkout Machine also enables your organization to integrate Open Access journal content into your collection, or to actually serve as your collection if one does not exist. This means free content is more readily accessible to your end users and that you can reallocate this budget portion elsewhere wherever needed.

Contact Reprints Desk

- North America: +1 (310) 477 0354
- Europe: +49 221 169 15 19
- Email: sales@reprintsdesk.com
- Web: mightylinkoutmachine.com