

A fast, reliable and scalable solution for authenticating publishing content on a global scale



OpenAthens SP supports a major service provider to the publishing industry in the provision of first-class federated authentication capabilities to customers.

The challenge

The Publishing Technology group is one of the largest providers of software and services to the publishing industry, covering online, information commerce, back office and marketing services. Publishing Technology serves eight out of ten of the world's largest publishers and the company's online hosting services deliver over 70 million page views per year.

Publishing Technology has two main product platforms to enable publishers to deliver information and content online; *ingentaconnect* is a fully outsourced e-publishing package through which some 255 publishers host their content; *pub2web* is a content agnostic solution providing publishers with their own branded, semantically enabled site.

The *pub2web* platform supports sites for OECD, ICE Publishing, United Nations, Brill, GSE Research, Sunmedia, World Bank and launching later this year sites for American Institute of Physics, American Society for Microbiology, IET and CNPIEC.

For Publishing Technology, one of the most critical aspects of developing online publishing solutions is providing a robust, reliable and standards-based method of authentication and more specifically supporting federated solutions. Publishing Technology's strategy is to partner with industry experts for one aspect of authentication - federated access - to enhance and add value to its services.



ingentaconnect™

“Publishing Technology’s *ingentaconnect* product and *pub2web* sites are trusted and respected portals. Partnering with industry experts such as Eduserv for the provision of federated Athens and SAML (Shibboleth) authentication helps support that credibility and is important to delivering a solid service to customers.”

Emily Taylor, Marketing Manager,
Publishing Technology

The solution

As a longstanding Publishing Technology partner, Eduserv's Identity and Access Management software has been used by the company for many years. With the development of new authentication standards – namely SAML (Shibboleth) - Publishing Technology needed to find the best way to support them. Building on the success of previous Eduserv solutions for Athens, Publishing Technology chose OpenAthens SP (Service Provider). As a result, Publishing Technology became the first service provider to adopt OpenAthens SP.

OpenAthens SP enables and manages secure access to protected content, usually on the web. Publishing Technology uses the software within its *ingentaconnect* and *pub2web* platforms to support subscribers wishing to access content via Athens or Shibboleth.

Rose Robinson, Product Manager for Publishing Technology's Online Solutions Division says, "What particularly attracted us was the ability for OpenAthens SP to support both Athens and SAML (Shibboleth) authentication from one system and the fact that it gave us a ready-made, robust and proven solution from a trusted partner. We're always looking ahead to the next big thing that will enhance the user experience - such as future opportunities around the potential use case of using OAuth within a scholarly space. It was vital for us to work with a partner who already has this covered, enabling us to add single sign-on quickly and easily."

A number of *pub2web* customer sites launching in 2012 will support multiple Shibboleth federations, including Germany, Spain and InCommon. OpenAthens SP allows Publishing Technology to quickly add additional federation authentications as customers expand into new markets.



Get in touch

Tel: +44 (0)1225 474302 Email: phil.leahy@eduserv.org.uk Web: www.eduserv.org.uk



Results

- A proven and highly trusted federated authentication solution.
- Helps publishers open up new markets by applying additional Access Management Federations quickly and easily.
- Easier and faster to deploy new federated authentication-enabled services and websites for customers because of component and modular structure of OpenAthens SP.
- Future-proofs ability to provide customers with the latest federated authentication changes.
- Enables Publishing Technology to quickly introduce new federated authentication standards like OAuth.

About Eduserv

We're Identity and Access Management specialists who develop and deliver technology services for health, education and the public sector. We are a not-for-profit organization and registered charity.

“Athens and SAML (Shibboleth) authentication are ‘must have’ features if you are going to provide online services to academic publishers. OpenAthens SP makes it easy for us to add support for additional SAML (Shibboleth) federations as publishers broaden the reach of their content.”

Rose Robinson, Product Manager
for Publishing Technology's' Online Solutions Division

