

# Message from the IEEE Executive Director

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Region 8 Meeting  
31<sup>th</sup> March 2012  
Berlin, Germany



# Business Highlights

# Membership Growth Continues\*

## ■ **IEEE Total Membership: 426,772**

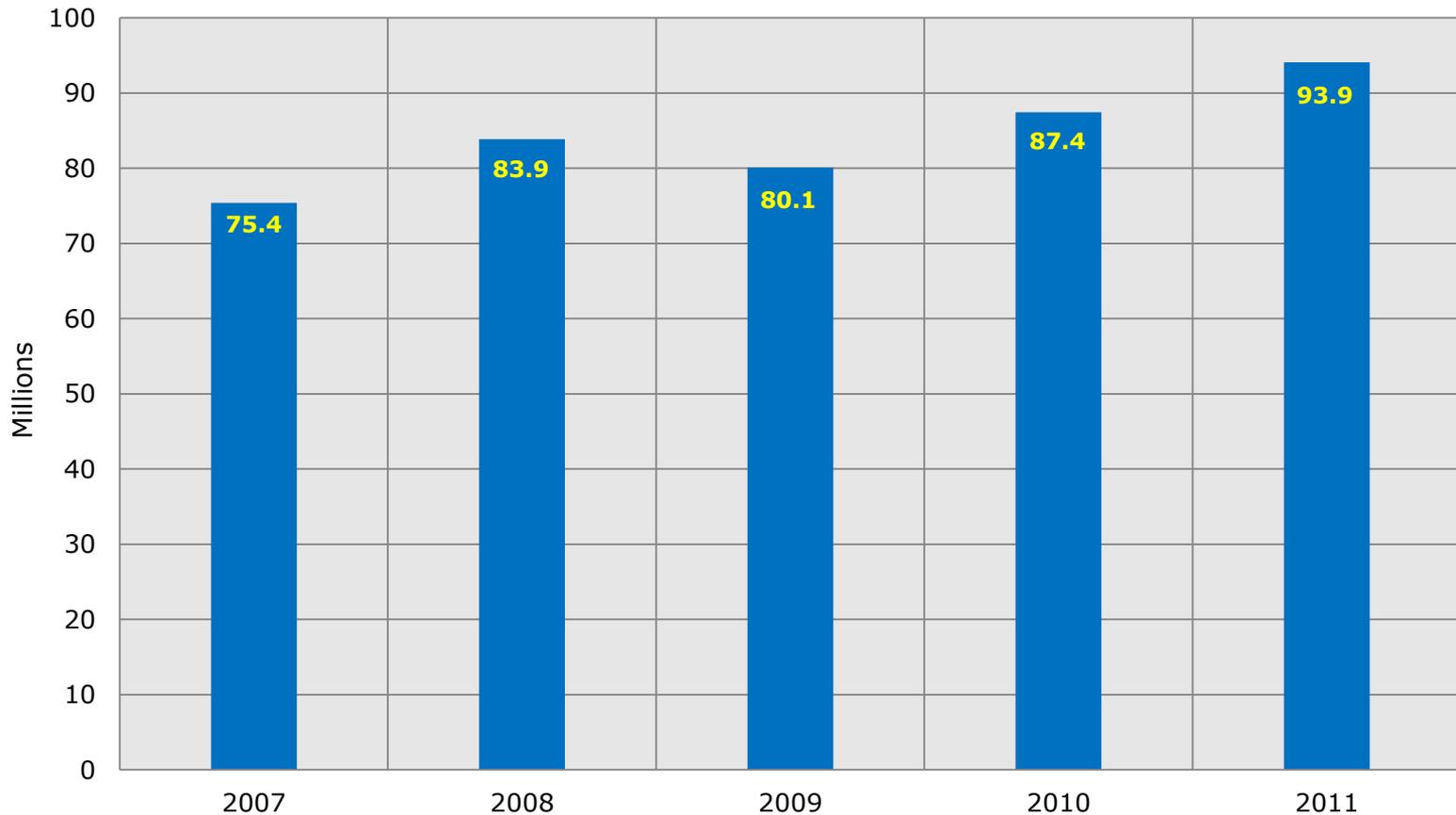
- Increased 2.1%: 8,889 members
- Higher Grade Membership, without GSM
  - Increased 1.1%: 3,291 members
- Students
  - Increased 9.1%: 6,115 members
- Graduate Students
  - Decreased -1.2%: -517 members

## ■ **Society Membership Total: 331,384**

- Increased 0.5%: 1,805 members

\*all figures are through end of January 2012 and reflect the same time period [YoY] for 2011 unless otherwise noted;  
all figures are also prior to the 29 February account deactivation

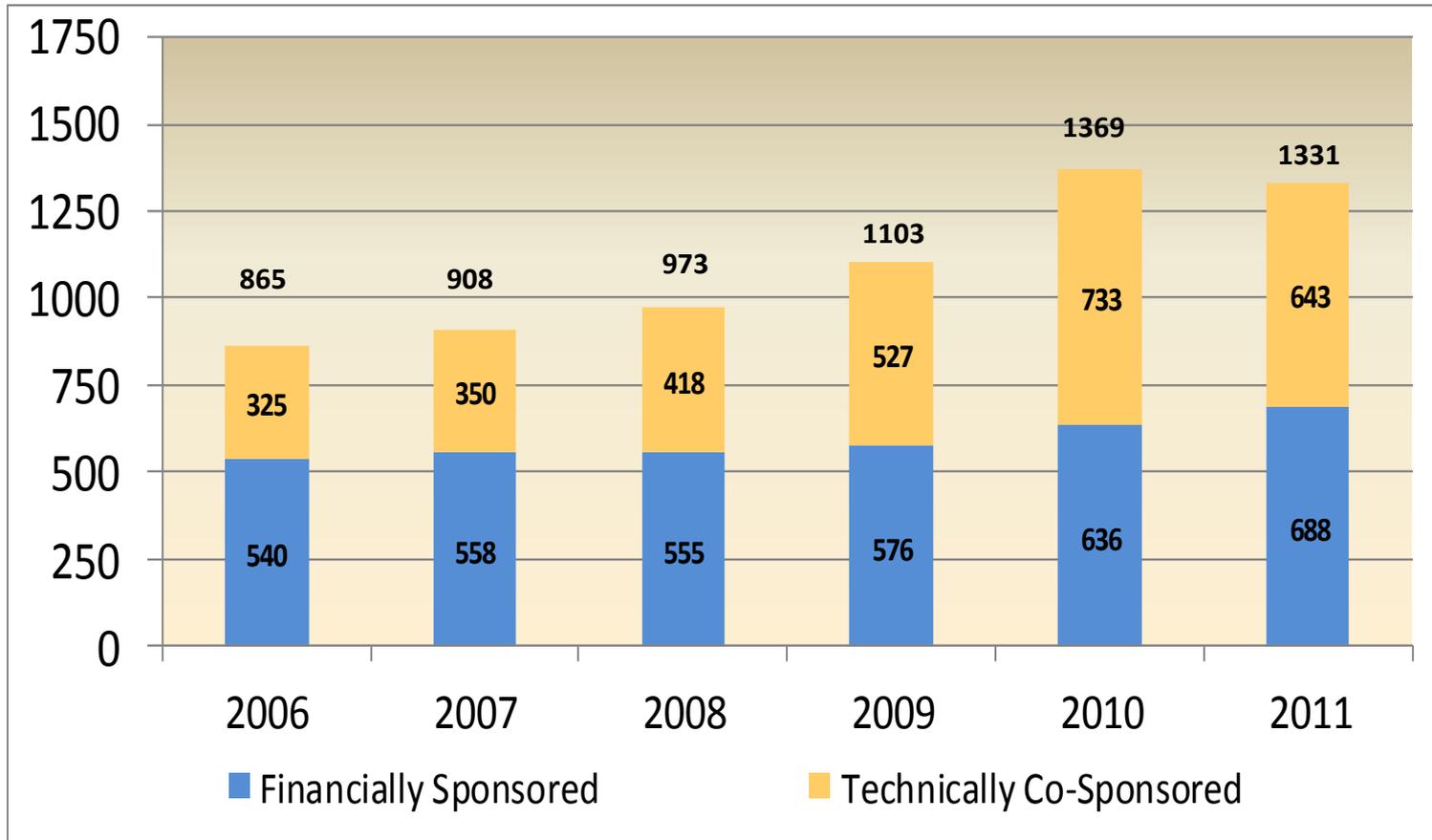
# 2011 Xplore Usage - A New High



Source: NetInsight Reports

Drop in 2009 was due to poor economic conditions and unexpected Google issue.

# Total Number of IEEE Conferences



Data through 04 January 2012

# Major Initiatives: Leveraging a Common Fabric

**IEEE Business Platform (IBP)**

**IEEE Conference Exchange (ICX)**

**Integrated Content Project (ICP)**

# IBP, ICX, and ICP: In a Nutshell

- IBP: the IEEE Business Platform
  - a service-oriented architecture framework for delivering reusable components and applications for all of IEEE
  - *and*, the first set of those components delivering an excellent user experience for IEEE's eCommerce functions for membership and Xplore
- ICX: the IEEE Conference eXchange
  - a set of IBP-based components delivering functions for conference management including conference initiation, publications management, and a multitude of other conference tools
- ICP: the Interactive Content Project
  - the translation of IEEE intellectual property from PDF to XML to achieve (1) a standards-based format to better curate the IP, and (2) a representation of the IP that can be combined flexibly into a multitude of leveraged products

# The Core IBP Promises

## ■ Intuitive User Experience

- User-centered design approach
- Simple, fast experience for purchases and membership activities
- Emphasis on usability & accessibility

## ■ Robust Technical Architecture

- A service-oriented architecture (SOA) that provides reusable enterprise services
- Leverages already built, validated and stabilized functions in use today
- Establishes an extensible platform for future growth and development

# Key 2011–2012 IBP Milestones



# Key IBP Membership Enhancements

- Significantly improved member experience
  - One page join and renew processes
  - Improved search and browse of membership, societies and subscriptions
  - Easy to change media options for membership subscriptions
  - More relevant recommendations
- Society-specific join
  - Shows the URL and logo of the referring society
  - Highlights society-specific publications
- Better experience for life members
  - Annual confirmation of services
  - Customized donation request

# Key IBP Xplore® Enhancements

- Significantly improved IEEE account creation experience
  - User is no longer forced to leave Xplore to create account
  - Streamlined process
- Seamless discovery of purchasable information products
  - Leverages proven Xplore browse and search capabilities
  - Minimal disruption to existing institutional subscription users
  - Clear presentation of item descriptions, pricing, available media
- Integrated eCommerce functionality
  - Easy-to-find Add to Cart buttons
  - Dynamic mini-cart module (utilizing shared web service)
  - Seamless transition to enterprise shopping cart, checkout experience
  - Immediate access to purchased electronic documents
- Context and event-driven promotions and related items
  - Contextual display of related items for cross-sell/up-sell
  - Rules-based management of promotions

# IBP Key Launch Messages

- Username for IEEE Accounts will change to user's preferred e-Mail address
  - Prompts at IBP applications during initial sign-in
  - Once changed, the e-Mail address will become the username for other applications using an IEEE account(web account)
  - Xplore<sup>®</sup> institutional subscribers will not be affected, unless they have a personal IEEE account
- Highlight new features and benefits for IEEE Members and Xplore customers

# Deployment Downtime - Implications

## 29 March - 1 April

Customers/ Members	Impact	Action
IEEE <i>Xplore</i>	<ul style="list-style-type: none"> <li>▪ Users can search and read full text articles</li> <li>▪ No single article sales or account creation access or updating</li> </ul>	<ul style="list-style-type: none"> <li>▪ Messaging on <i>Xplore</i> page</li> </ul>
Join, Renew, Society Memberships, Product, Subscriptions Catalog	<ul style="list-style-type: none"> <li>▪ Unavailable; Members may leave email address for contact when system is available</li> <li>▪ No online Join for Conferences</li> </ul>	<ul style="list-style-type: none"> <li>▪ Contact Center prepared for coverage</li> <li>▪ Plan in place for providing service</li> <li>▪ Conference Management informed</li> </ul>
Add Services, myIEEE, memberNet, My Account, Account Services	<ul style="list-style-type: none"> <li>▪ Unavailable</li> <li>▪ Contact Center may experience high volumes</li> </ul>	<ul style="list-style-type: none"> <li>▪ Same as above</li> </ul>
OBIEE (Analytics/SAMIEE)	<ul style="list-style-type: none"> <li>▪ Current version 7.8 available until April 16; data from 28 Mar</li> </ul>	<ul style="list-style-type: none"> <li>▪ Advanced communication training for Volunteers and Employees</li> </ul>

# Analytics/SAMIEEE Deployment Plan

## ■ Pre Launch

- 28 March: data refresh
- 29 March to 15 April: Upgrade activities
  - Current version with 28 March data will be available
  - If volunteers transition username to e-mail, ‘My Folder’ will not be accessible until 16 April

## ■ Launch: 16 April

- Upgrade to new version, enhanced user interface
  - Training recommended, begins in April
  - ‘My Folder’ available/restored

# Path Forward

## ■ Key Dates:

- Deployment: 29 March – 1 April
- IBP Launch: 1 April
- SAMIEEE Upgrade: 16 April
- Next Release: May
- Future Releases: August, December

■ Contact Center ready to support Members and Customers post launch

■ Communication to target audiences will continue

# What is IEEE Conference Exchange (ICX)?

- A system that will provide the IEEE Conference Business:
  - An operations platform for managing the business
  - Built on IBP and is a flexible, scalable, integrated system
  - Will feed other internal systems with more conference information that is both timely and higher quality
- A system that will provide new services for IEEE Conference Organizers and OUs
  - Event-based services
  - Centralized services for small, medium and large conferences
  - Globally

Will serve the \$130+M IEEE Conference Business and its many stakeholders.

# ICX Program Roadmap\*

We are here



2010

2012

**Phase 2:  
Streamline and  
optimize back-  
end operations**

**Phase 3:  
Enable new  
services to  
organizers and  
OUs**

2013+

Jun Oct May Oct Dec Jan

Project  
Preparation

Conference Approval  
with MOU  
Management

Conference  
Publications

**Phase 1: Stabilize the  
conference business**

Tools and services for Conference Organizers: Event Planning, Event Management, **Technical Program Management** as well as Service Provider B2B integration capabilities

Refine new capabilities recently delivered; continue to migrate conference systems inter-departmental information feeds and reports onto ICX until Conference Database can be retired (date TBD)

# Why An “Exchange” for Conferences?

- To Provide Services to Conference Organizers and Efficiencies Across IEEE
  - **Frees up Conference Organizers** to focus on delivering exceptional conferences.
  - **Empowers Organizing Units** with visibility into all aspects of their conferences, providing portfolio perspectives and management capabilities critical to driving growth and success.
  - **Makes IEEE easy to do business with** making us the global premier resource for conferences

# Keeping IEEE Competitive in Digital Publishing

- June 2011: PSPB and the IEEE Board approved a multi-year investment to keep our digital platform competitive in capabilities and content
- Key component: Interactive Content tagged in XML for all material – Journals, Magazines, Conferences, Standards, Books
  - Includes conversion of back file and development of tools to facilitate capturing tagged content from authors going forward
  - Also addition of plagiarism detection tool to ensure content quality

# Interactive Content Project Achieves Initial Milestones

- Xplore<sup>®</sup> user interface design completed for Journals
  - Conference Proceedings User Interface in process
- XML Document Type Definition (DTD) for journals done
  - Updated (NISO Standard) Reference model completed
  - Conference Proceedings DTD 75% complete
- Xplore<sup>®</sup> Technical Operations preparing workflow and XML Repository
- XML/HTML content conversion underway
  - Journals XML conversion underway
  - Journals HTML conversion testing in process

# Interactive Content Project Achieves Initial Milestones

- Work on Digital Production Tools underway
  - Development of Quality Control tools to support XML/HTML conversion started
  - Analysis of conference workflows/requirements began in Feb 2012
- Plagiarism detection tool being prepared for comprehensive roll out in 2012/2013
  - CrossCheck to be integrated within ScholarOne Manuscripts peer review system by 4Q 2012
  - Policy language for use of CrossCheck for all periodicals and conferences under discussion in Publication Services and Products Board (PSPB)

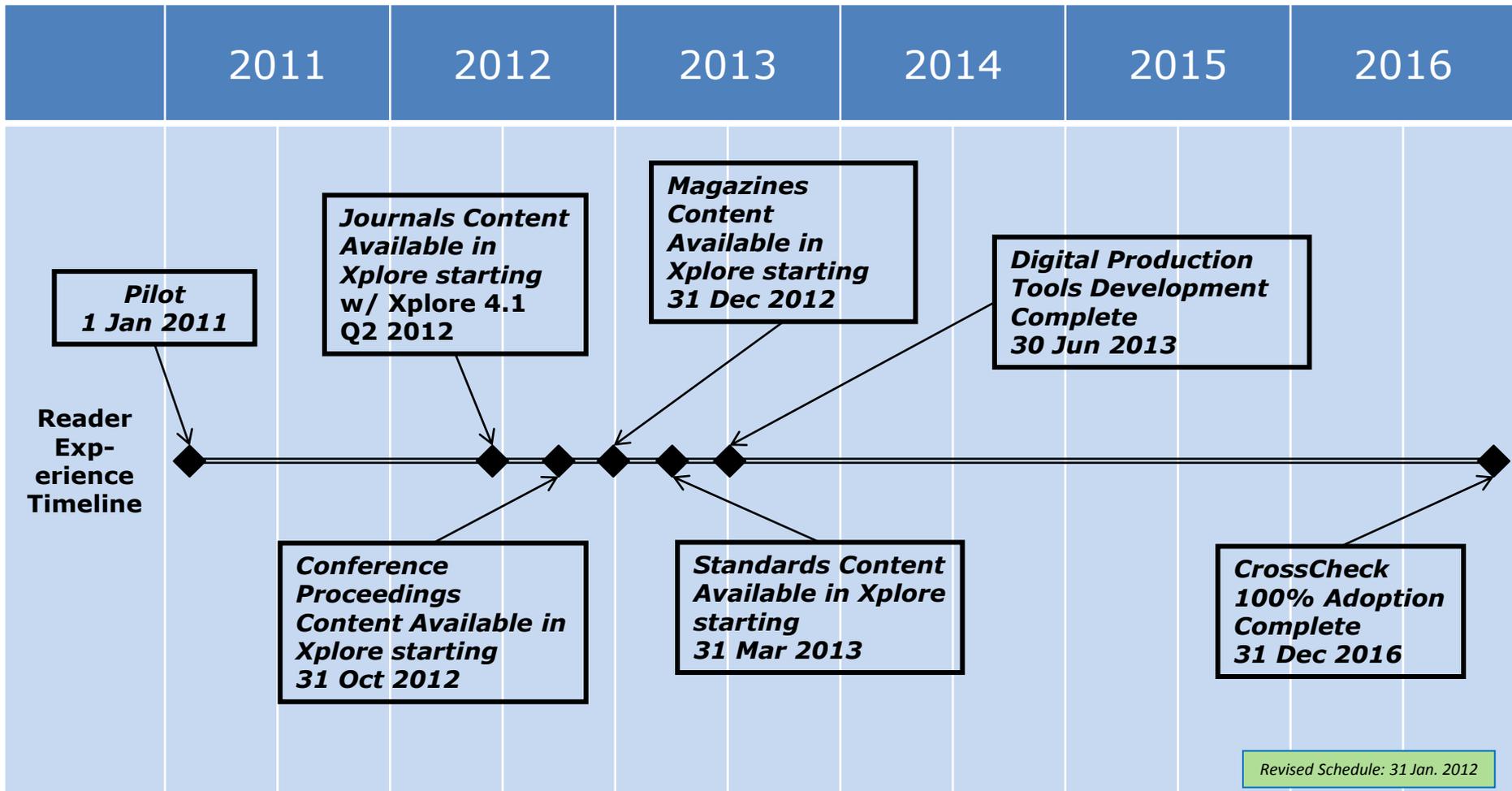
# Experience With Project Results In Adjusted Schedule

- Decision made to give Xplore® Ver. 4.0 with IBP six weeks to ensure stability before adding new functions
- Interactive articles now scheduled for Xplore Ver. 4.1, due June 2012
  - Initially 3,000 of journal articles available – about 10% of original projection
- Delayed start of high volume conversion to
  - Facilitate HTML integration with IBP
  - Update & improve the User Interface
  - Use an article reference model consistent with NISO standards

# Expected Progress by Year End 2012: What Will Users See?

- Journals: all content from 2001 – Q3 2012
  - Article Count: ~269,000
- Conference Proceedings: ~ 25% of the articles beginning with the most recent content
  - Article Count: ~546,000
- Magazines: ~ 50% of the articles beginning with the most recent content
  - Article Count: ~34,000
- Total Articles by Year-End 2012: ~849,000 or about 42% of total

# ICP Overview: Work to Be Done in Stages Over 6 Years



*Note: Project includes content from 2001 to Present*

# HTML-Formatted Samples Available via Xplore<sup>®</sup>

The screenshot displays the IEEE Xplore Digital Library interface. At the top, there is a search bar with the IEEE logo and navigation links like 'Advanced Search', 'Preferences', and 'Search Tips'. Below the search bar, there are tabs for 'BROWSE', 'MY SETTINGS', 'CART', 'SIGN IN', 'Terms of Use', 'Feedback', and 'Help'. A sidebar on the left lists 'PILOT JOURNALS' including 'Proceedings of the IEEE', 'IEEE Magnetics Letters', 'IEEE Transactions on Robotics', 'IEEE Photonics Journal', 'IEEE Transactions on Visualization and Computer Graphics', and 'International Symposium on Circuits and Systems'. The main content area features a featured article titled 'The Next-generation IEEE Research Article is Here' with a sub-header 'Quality-Optimized Authentication'. The article preview includes a 'View All' link, 'Authors Keywords' (Media authentication, media security, stream authentication, streaming media authentication, video streaming), a brief abstract, and a 'View All' link. Below the article preview, there is a list of bullet points describing the benefits of the new HTML design, such as 'Scan and interpret articles in under 60 seconds using "At-A-Glance"', 'Navigate between sections of long articles with intuitive floating navigation', 'Effortlessly explore text, figures, equations and multimedia files', 'Quickly view and copy mathematical equations, expressions and formulas', and 'Enhance your research with "Articles of Influence" reading recommendations'. A note at the bottom states: 'NOTE: During our pilot phase, the definitive source for IEEE content will continue to be the full-text PDF articles.'

# Features Include:

The Quick Preview tab provides access to the **key metadata elements**. We'll offer **full text of the article in HTML** with a **scrolling navigation bar** that allows the user to identify their location and move through the article productively

The screenshot displays a web interface for a research paper. At the top, there is a 'BROWSE' dropdown menu and links for 'Terms of Use', 'Feedback', and 'Help'. Below this is a 'QUICK PREVIEW' section with a navigation bar containing tabs for 'Abstract', 'Keywords', 'Figures', 'Media', 'References', 'Cited By', and 'Authors'. The main content area shows the title 'Visual SLAM for Flying Vehicles' and the abstract text. Below the abstract, there is a 'SECTION I Introduction' heading. A sidebar on the right contains a vertical navigation bar with buttons for 'Quick Preview', 'Figures', 'Full Text', 'References', 'Authors', 'Cited By', 'Keywords', and 'Citations'. Red arrows point from the text in the left box to the 'QUICK PREVIEW' tab, the 'Introduction' section, and the sidebar navigation bar.

# HTML-Formatted Articles will be Fully Integrated into the Production Version of IEEE Xplore®



The screenshot displays the IEEE Xplore 'Quick Preview' interface. At the top, there is a search bar and the IEEE logo. Below the search bar, a navigation menu includes 'Abstract', 'Synopsis', 'Figures', 'Tables', 'References', 'Cited By', and 'History'. The main content area is titled 'View 33' and features three figure thumbnails labeled 'Fig. 1', 'Fig. 2', and 'Fig. 3'. Fig. 1 shows a blimp and a helicopter. Fig. 2 is a flowchart diagram. Fig. 3 is a 3D geometric diagram of a tetrahedron with vertices labeled  $f_1, f_2, f_3, f_4$  and  $f_1', f_2', f_3', f_4'$ . Below the figures, the article title 'SECTION I Introduction' is visible, along with a 'Full Text' button. A sidebar on the left contains metadata such as 'This paper: 424444 in IEEE Transactions on Robotics' and 'Issue Date: OCT 2008 2008'. A vertical list of buttons on the right includes 'Full Text', 'Figures', 'References', 'Cited By', 'Abstracts', and 'Contents'.

View graphic images three at a time in the “Quick Preview”

# Conclusion

# IEEE's Professional Core: We Are In The Knowledge Business

We empower people to **discover, develop** and **deliver technology for YOU...**

- We believe in collaboration and leveraging the **power of one IEEE**
- We strive for **excellence in everything we do**
- We align with **global trends**
- We aim for **simplicity**
- We focus for **maximum impact**

# Our Five Year Aspiration

- **By 2016, IEEE will be the global provider of choice, and #1 in customer satisfaction, for services and products that empower people to discover, develop, and deliver technology.**
- **We will achieve this by...**
  - Delivering a best-in-class user experience by aggressively leveraging technologies
  - Increasing nimbleness, speed to market, and operational efficiencies
  - Driving high employee engagement and leadership excellence
  - Creating new opportunities for member and customer engagement
  - Ensuring our long term future through increased financial growth, strength & stability



# IEEE

*Advancing Technology  
for Humanity*

