

Case study

Springer Nature and Zapnito

Building scientific communities; accelerating innovation

zapnito

“Zapnito is more than just a tech provider to us at Springer Nature. The team have become valued contributors to our product innovation thinking and continue to find exciting new ways for us to deploy their platform to better serve our customers and meet our business goals.”

**Steven Inchcoombe, Chief Publishing Officer &
Board Member, Springer Nature**

Introduction

About Zapnito

Every brand has a community - users, readers, customers, members, delegates. Every brand has experts - staff, board members, writers. But the way they connect is broken.

Overwhelming levels of online content and clunky legacy systems make it hard to foster true engagement.

Zapnito is a SaaS community platform built to showcase expertise. Companies whose biggest asset is their experts, such world-leading academic publisher Springer Nature, use it to create branded expert networks which promote thought leadership, increase revenue, and build engagement and trust with their audiences.

It's the perfect blend of collaboration and content publishing software, bringing together the connectedness of social and intuitive multimedia content authoring.

What's more it can be set up in days or weeks, not months.

Zapnito. Powering expert communities.

Springer Nature & Zapnito

- A Zapnito customer since **2014**
- Now **30** active Zapnito-hosted sites (Aug 2018)
- Predominantly **scientific research communities**

Also

- Private communities for **journal editorial boards**
- Sponsored **content marketing** sites
- New communities in the pipeline to support additional research areas and journals

Why Zapnito at Springer Nature?



Fostering scientific
collaboration



Enabling innovation



Increasing journal
awareness & value



Launching new products &
services



Improving customer
understanding



Generating new revenue

Springer Nature's Vision

From the outset, Springer Nature had a clear vision for how their Zapnito-hosted networks would deliver value to the research world.

- Expert-led communities that provide valuable knowledge
- Niche focus, to meet the needs of specific research disciplines
- A safe space, away from social 'noise'
- Enhance scientific conversation
- Provide development and collaboration opportunities
- Give new ways to engage with Springer Nature, its journals and its people

"We know great ideas, and great progress, come when you get great minds together in a room. Our communities will provide online 'rooms of experts'.

We're not trying to create broad social networks - there are plenty of those - this is about bringing focused communities together without all the noise.

We want to foster and continue the conversations that are already happening, and provide development and collaboration opportunities for researchers around the globe."

**Steven Inchcoombe, Chief Publishing Officer
& Board Member, Springer Nature**

Timeline

Nature Partner Journal communities

Several partners - including NASA - launch Zapnito-hosted online scientific communities to support their partner journals

Biopharma Dealmakers

Rapid product relaunch using Zapnito to transform a magazine into a community. Increases advertising revenue as companies pay promote themselves to potential partners

2017 Expansion phase

Editorial board communities

Launch of private communities in which journal teams interact with editorial board members, increasing EBM engagement and streamlining communication

Sponsored content marketing hubs

Launch of a number of sponsored sites. Brands promote their expertise through thought leadership campaigns

Multi-brand, subject-specific communities

Niche communities consolidated into broader communities that span Springer Nature brands and foster collaboration across related research disciplines

2015 Pilot phase

Nature Masterclasses

Launch of an online version of previously face-to-face training courses about scientific publishing, using Zapnito's purpose-built courses module. Course access sold to academic institutions

2016 Growth phase

New Nature journal communities

Scientific communities launch to support new Nature journals, starting with *Nature Microbiology*. Promote the journal to increase readership and submissions. Enable scientists to connect with the journal teams and their peers by publishing articles about their research, including via the immediately popular 'Behind the Paper' pieces

New Springer Nature brands

Following the formation of Springer Nature, Zapnito expands its partnership to cover new non-Nature brands, starting with a community for BMC

Editorial product innovation

Zapnito enables innovative projects to go to market quickly including, *Grand Challenges at Springer Nature*, a site for sharing expertise from across products on societal grand challenges

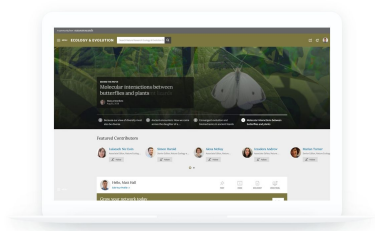
2018 Refinement phase

Showcase

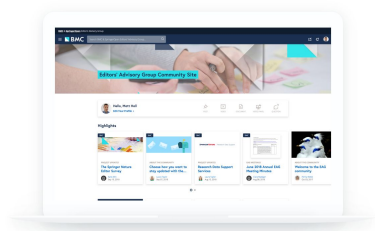
Use Cases

Zapnito is the only enterprise software that enables organisations to showcase expertise and connect their experts with their customers, in a variety of ways.

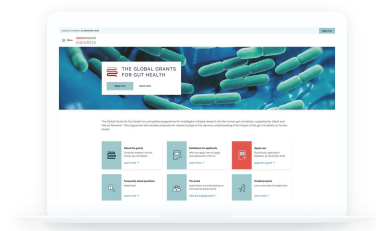
At Springer Nature, Zapnito is used to create the following types of expertise-sharing sites:



**Scientific research
communities**

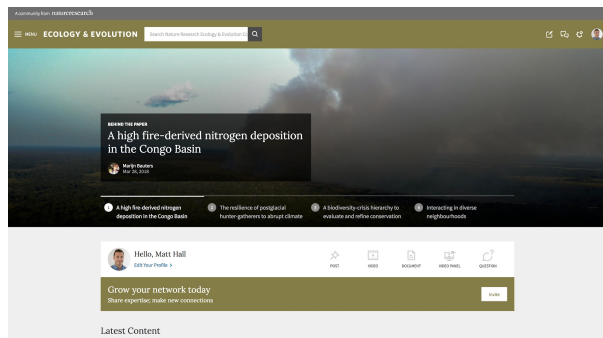


**Private journal editorial
board communities**



**Sponsored thought
leadership sites**

Scientific Research Community



Nature Research Ecology & Evolution Community

<https://natureecoevocommunity.nature.com>

An expert community of researchers sharing insights and ideas into the latest discoveries in ecology and evolution. It helps them promote their research, connects them to both their peers and Nature editors, and fosters collaboration. For Springer Nature, the community drives journal submissions and subscriptions, and increases brand loyalty.



Upvote 2

Comment

Share

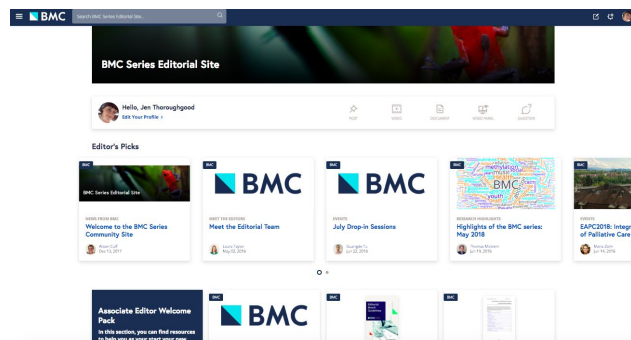
Our paper published in Nature can be found at: <https://go.nature.com/2JhKqil>

It was a great opportunity to continue and scale-up an already successful research programme looking at the influence of environment, host, climate and geography on Europe's ectomycorrhizal fungi. With Martin Bidartondo, both Filipa Cox and Laura Suz had already explored sampling design and successfully conducted two separate large-scale projects on pine and oak mycorrhizas, setting a very high standard.

I had assumed that a project at this scale would make use of the latest high throughput sequencing technology and I was looking forward to getting hands-on experience. So at the



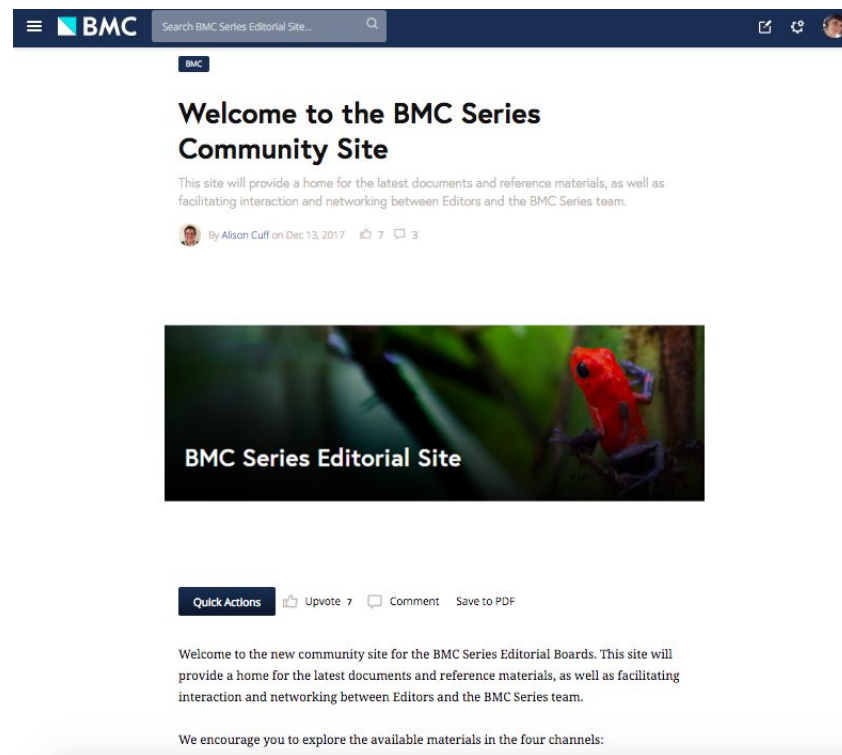
Private Journal Editorial Board Community



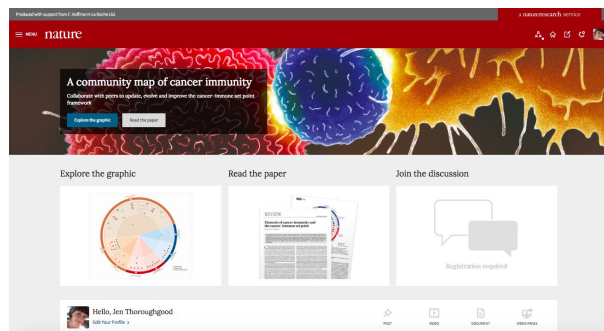
BMC Series Editorial Site

<https://bmcseseditors.biomedcentral.com/>

A private community of editorial board members, which provides all the information they need to be an effective board member and to benefit from the connection the role brings to the BMC team and fellow editors. For Springer Nature, it enables efficient group communication, adds prestige to the role of board member to aid recruitment, and helps get more value from the editorial board.



Sponsored Thought Leadership Site



A Community Map of Cancer Immunity

<https://cancer-immunity.nature.com/>

Supported by leading pharmaceutical company F. Hoffman-La Roche, the site is based around a research paper published in *Nature* that the pharma sponsor was keen to bring to a wider audience, in particular by inviting researchers' participation with an interactive figure. Springer Nature were able to provide a creative content marketing solution to the client, fast, with the site set up in just a few weeks.



Nature 541, 321–330 (19 January 2017) doi:10.1038/nature21349

Received 23 August 2016 Accepted 11 November 2016 Published online 18 January 2017

Abstract

Immunotherapy is proving to be an effective therapeutic approach in a variety of cancers. But despite the clinical success of antibodies against the immune regulators CTLA4 and PD-L1/PD-1, only a subset of people exhibit durable responses, suggesting that a broader view of cancer immunity is required. Immunity is influenced by a complex set of tumour, host and environmental factors that govern the strength and timing of the anticancer response. Clinical studies are beginning to define these factors as immune profiles that can predict responses to immunotherapy. In the

Benefits & ROI

Client Benefits

How Springer Nature benefits from its Zapnito sites.

Create, share and showcase expertise

Promote the experts within their company and audience, make them accessible and give them new ways to collaborate.

Create new revenue streams

Monetise through advertising, sponsorship, subscriptions and ecommerce.

Save money

Bring new products and services to market at a fraction of the cost of in-house development.

Realise rapid ROI

Set-up in hours; launch in weeks, with out-of-the-box software.

Reclaim their audience from social media

Foster knowledge-sharing, networking and collaboration, under their brand.

Increase customer loyalty and engagement

Build a community. Get closer to their audience with new tools for interaction.

Create beautiful multimedia content, from them and their audience

Publish quickly and easily. Allow their audience to contribute too, and become part of their product.

ROI

According to Springer Nature's Head of Communities & Engagement, the company's investment in Zapnito has:

- ✓ Generated **revenue**
- ✓ Generated **new leads**
- ✓ **Improved their relationship** with their customers
- ✓ Enhanced their **brand value**
- ✓ Saved **time and money** and delivered a **better result** compared to in-house development
- ✓ Brought a product or service to **market more quickly** than might otherwise have been possible
- ✓ Enabled them to **innovate**

"Zapnito has given us a platform for community discussion around our journals, with little development time needed from us, helping to raise our visibility and strengthen our relationship with the research community. I would highly recommend them."

Ben Johnson, Head of Communities & Engagement, Springer Nature

How We Work

Flexible, Modular Feature Set

Zapnito comprises a number of features, which Springer Nature can deploy as needed, depending on the use case for the site in question.



Multimedia content authoring



Content engagement tools



Expert profiles & following



Q&A



Conversations



Video chat



Open & private rooms



People & company directories



Courses



Access control/subscription management



Ecommerce



Built-in and integrated analytics

More Than A Platform

Zapnito supports the Springer Nature team in a variety of ways to ensure they get maximum benefit from their technology investment.



Strategic planning

- Commercialisation
- Product development
- Technology considerations
- Content plans



Development work

- Custom feature development
- UX & design work
- Site migration & relaunch
- Integrations



Site success

- Market research
- User testing
- Analytics & reporting

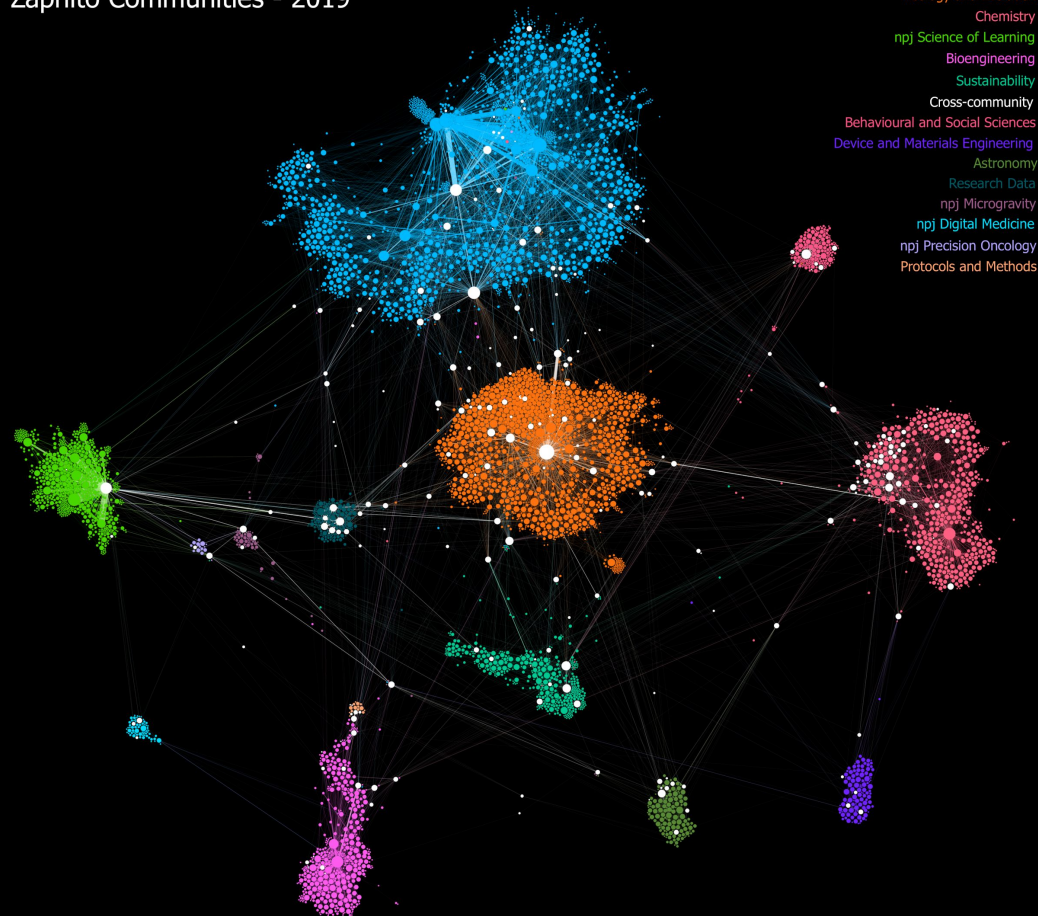
PLUS

- Zapnito roadmap input to ensure the platform develops to ensure future success

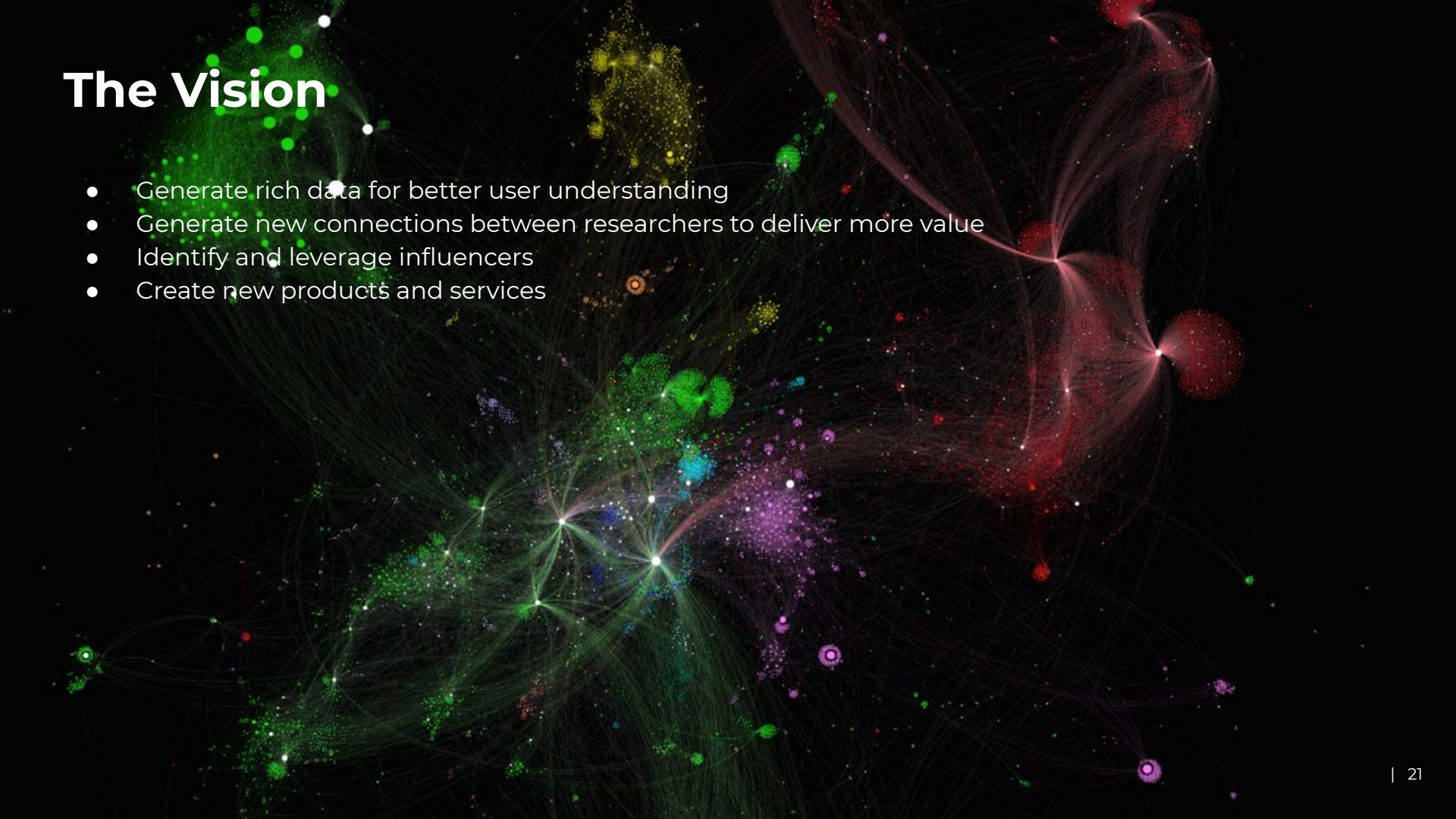
The Future

More than stand-alone niche communities...

A snapshot of how Springer Nature's multiple networks are connected. Each circle represents a person/expert. The size and brightness of the expert represent influence. Clusters are networks. The closer the clusters, the more connections there are.



The Vision



- Generate rich data for better user understanding
- Generate new connections between researchers to deliver more value
- Identify and leverage influencers
- Create new products and services

To learn more about Zapnito's work with Springer Nature...

contact@zapnito.com

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