



Get to know your readers

CONNECT is Atypon's free identity management service designed to meet the industry's goal of a more interconnected and productive scholarly ecosystem. It offers readers a simple, secure approach to personal and institutional access, on- and off-campus, and gives publishers a better understanding of their readers and user communities.

CONNECT simplifies users' access to the websites and apps they use every day

- **Less frustration:** Instant authentication — on and off campus — on all participating sites.
- **More privacy:** users decide exactly what personal data is shared, and with which sites
- **Account consolidation:** Users can link their institutional, personal and social accounts to a single identity.
- **Convenience:** A CONNECT account stays with its user throughout their education and career.
- **It's free!**

CONNECT allows scholarly sites to build lasting relationships with their users

- **Know your users:** The names and emails of CONNECT users are passed to the participating sites they visit.
- **Increase traffic:** Websites that are easy to access get visited more often.
- **Personalize visits:** Visitor profile data lets participating sites provide more relevant user experiences.
- **Generate revenue:** Knowing your audience enables you to create new value-added offerings.
- **Curtail piracy:** The legitimate version of your content becomes as easily accessible as pirate copies.
- **Make research easier:** Users get instant access to all participating scholarly sites apps and plug-ins, directly from your site, without a separate login.

CONNECT does not authorize or grant access to sites and services — **it simply links users to the systems that do.**

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Participating sites benefit from more known users and more registered users

BECOME A PARTICIPATING CONNECT SITE (it's free!)

Broad industry participation maximizes the benefit to readers

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ATYPON

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