

## Cambridge University Press Selects Scope's *ConSC/se*™ Platform for Book Chapter Abstracts

Chennai, India, August 16, 2016: Scope e-Knowledge Center (Scope) is pleased to announce that they have been selected by Cambridge University Press (CUP) to create chapter abstracts and keywords for Cambridge Histories Online (CHO) titles. With access to the most up to date and authoritative scholarly content, Cambridge Histories are an invaluable resource for undergraduates, graduates, lecturers and researchers alike. Scope, a leading provider of knowledge services and a Quattro Global Services company, has created abstracts and keywords for the legacy content available in Cambridge Histories. This is the second project of this type that CUP has awarded to Scope.

As part of this agreement, Scope created chapter-level keyword and abstract metadata to help CUP improve the discoverability of its content. The keywords and abstracts will be available outside the firewall, permitting major search engines to index book chapters and drive traffic directly to the content for which users are searching. Many publishers are experiencing significant increases in traffic, ranging from 40% to 100%, following the creation and deployment of these keywords and abstracts for book chapters.

To execute this project, Scope will employ its proprietary content abstraction and metadata enrichment solution *ConSC/se*™. *ConSC/se* offers a unique blend of proprietary automation using Natural Language Processing (NLP), Machine Learning (ML), text-mining and semantic technologies and curation by Subject Matter Experts (SMEs) to ensure high-quality output. Over the past 10 years, this unique model has enabled Scope to deliver millions of abstracts of patents, book chapters, technical articles, standards, and other documents for a number of clients.

Jenny Mathias, Global Academic Marketing Director said: "With such a rich backlist, finding ways to improve the discoverability of our content is a priority for Cambridge University Press. Working with Scope to enrich our prestigious Cambridge Histories content with chapter-level keywords and abstracts is an important part of this strategy."

Tram Venkatraman, President of Scope, said, "As discovery of scholarly content is increasingly being done on major search engines, we are seeing an increase in demand for creation of book-chapter level metadata such as abstracts and keywords. This assignment from Cambridge University Press is the latest example of this trend and we are really happy to be associated with such a prestigious institution to support their objective of improved discoverability. With continuous improvement, Scope's *ConSC/se* solution has matured to a level where extremely high volumes of work can be turned round quickly at very interesting price points."

### About Cambridge University Press

Cambridge University Press is part of the University of Cambridge. It furthers the University's mission by disseminating knowledge in the pursuit of education, learning and research at the highest international levels of excellence. Its extensive peer-reviewed publishing lists comprise 50,000 titles covering academic research and professional development, as well as school-level education and English language teaching. Playing a leading role in today's international marketplace, Cambridge University Press has more than 50 offices around the globe, and it distributes its products to nearly every country in the world.

For further information, go to [www.cambridge.org](http://www.cambridge.org).



## About Scope e-Knowledge Center

Scope, a Quattro Global Services company, is an award-winning provider of outsourced, cost-effective Content Enhancement Services, Data Management Services, Business Research Services and Patent Analytics for various clients across the globe. Scope, a niche knowledge services provider, has employees from various educational backgrounds and experience delivering knowledge solutions across multiple industry verticals and domains. Scope fulfils customer needs by leveraging its experience and capabilities using in-house developed proprietary technology solutions and platforms for service delivery as well as its internal needs. Scope is also the publisher of the daily newsletter Knowledgespeak, a comprehensive news service focusing on the STM information industry.

## For more information, please contact:

### Scope e-Knowledge Center

#### Deborah Harman

Associate Vice President,  
Business Development,  
UK & Europe  
Scope e-Knowledge Center  
+44 770 203 6704

[Deborah@scopeknowledge.com](mailto:Deborah@scopeknowledge.com)  
[www.scopeknowledge.com](http://www.scopeknowledge.com)

#### Narendra Venkatramani (Venky)

Senior Vice President -  
Sales & Marketing  
US, UK & Europe  
Scope e-Knowledge Center  
+1 917 525 0944

[venky@scopeknowledge.com](mailto:venky@scopeknowledge.com)  
[www.scopeknowledge.com](http://www.scopeknowledge.com)

### Cambridge University Press

#### Jenny Mathias

Global Marketing Director, Academic Publishing  
Cambridge University Press  
+44 1223 326168

[jmathias@cambridge.org](mailto:jmathias@cambridge.org)  
[www.cambridge.org/](http://www.cambridge.org/)