

Bioinformatics Inc. chooses Leeds tech company Publish Interactive to launch new publishing platform

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B2B research publishing tech provider, Publish Interactive headquartered in Leeds (UK), today announced partnership with Bioinformatics Inc, a leading US market research firm in the instrumentation and life science industries, to launch a new publishing platform as it rebrands to Science and Medicine Group.

Following a successful test and rollout, the new Science and Medicine Group has publicly launched a state-of-the-art interactive content platform to customers.

The new platform will act as a home to Science and Medicine Group's various research brands, including Bioinformatics which retains its distinct identity alongside other businesses in the group.

Science and Medicine Group will use Publish Interactive's content management and delivery platform to engage customers with a seamless user experience, interactive content, and a suite of smart workflow tools.

The new site will be home to the group's research back catalogue and will publish around 100 new pieces each year as interactive reports and slide-based content.

A string of recent acquisitions had seen Science and Medicine Group take control of eight distinct brands, five of which are publishing organisations that will retain their respective identities in the platform.

"With our recent acquisition of Kalorama Information we inherited use of the Publish Interactive online tool which they had been successfully using to support their clients for over three years" said Justin Dudash, Head of Marketing, Science and Medicine Group.

"We relaunched the site and expanded the content offering by adding our complementary market research brands to the Publish Interactive experience. Developing a new Publish Interactive-powered content platform enables Science and Medicine Group to deliver content to multiple audiences through a single user experience," he added.

"Doing this allows us to offer the best collection of life science, instrument, and clinical market reports on one state-of-the-art platform called the Knowledge Center. Science and Medicine Group's clients can now access chart-heavy slide decks and find, use, and download this content easily using Publish Interactive's smart workflow tools," added Emma Forber, Director of Client Services with Publish Interactive.

About Publish Interactive

Publish Interactive helps high-value B2B research publishers deliver and manage their content through a software platform which offers authoring and workflow tools, licensing and subscriber management and usage analytics.

Publish Interactive is the trading name for Content Catalyst Ltd which, for more than 16 years, has been developing proprietary content management software for publishers of industry and product market research reports. The company is headquartered in Leeds, UK

Contact:

Mitali Mookerjee

Managing Director, Publish Interactive

Phone: +44 (0)113 486 4846

Email: press@publishinteractive.com

Web: <https://publishinteractive.com>