## Major SIPX Update to Enhance Service
Ease of Use and Capabilities

On January 16, we released a **major update** to our SIPX service. One part of this release included the first significant overhaul to our user interface (UI) since we improved the service navigation scheme last spring, with a particular focus on **redesigning the "Add Reading" function and workflow**. The changes we deployed will make it **easier and faster** for our customers to find readings, add them to courses and offer them to students. The second part of the release included rolling out the initial phase of **our publisher partner content**, which provides for direct access to PDFs from the publishers that have gone "live". More content is being added to the service on a regular, weekly basis. We are very excited by the feedback we've received from our customers on the benefits they are seeing immediately from these changes! For more detailed information, read our release note.
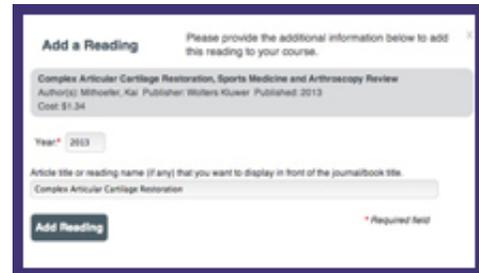
SIPX Makes Outsell's Annual List of Companies to Watch in 2014

We are honored once again to make Outsell's list of 30+ innovative companies, "breaking new ground in their space and reflecting this year's meta-theme of Convergence Now!". Of particular note was Outsell's commentary: *"What sets SIPX apart from the rest is its interoperability with all of the major LMS platforms and its ability to offer benefits to multiple players in the higher education market."* Click here to download a copy of this free report.

Increasing Variety of SIPX Users, Uses
and Content Partners

"Working with SIPX was incredibly easy and productive. By using the SIPX service, I was able to offer reading materials from ~20 different publishers to students in over 140 countries, legally, with pricing tailored to support maximum participation."

MOOC Professor, Fall 2013

At SIPX, we've seen an increasing variety of users and use cases for our web service, from large to small schools, research institutions to liberal arts colleges, traditional on-campus courses to library e-reserves, MOOCs and continuing studies departments. Our end-to-end, transparent and customizable service, **helps all types of educators and staff** find, understand rights for, distribute and analyze digital content **across a wide range of learning activities**, while significantly increasing the efficiency of people involving in managing reading lists.

We also continue to grow our partnerships with leading publishers in their respective fields: **American Academy of Pediatrics, Duke University Press, International Monetary**

Fund, University of Colorado Press and **Wiley** have all recently become SIPX partners.

Team Growth and Other Staff Tidbits

Over the past few months, our team has grown. **Dylan Moulton** joined us in November as Director, University Sales, focusing primarily on the Eastern region. Dylan has spent his entire career in the trade and academic publishing industry, and has a great grasp of the content needs of academic institutions. **Michelle Valiani** will also be joining us as Director, University Sales, with a Western regional focus. Michelle has been working with libraries since 2008, and comes to SIPX from ProQuest. Feel free to contact Dylan or Michelle to learn more about SIPX offerings. Finally, we're happy to announce that **Mary-Lynn Bragg**, our Manager of Client Services, was recently declared the Silicon Valley SLA (Special Libraries Association) Chapter President-elect for 2014, and will be Chapter President in 2015!

Event Calendar

SIPX will be participating in the following upcoming events. Reach out to us via Twitter at @SIPXCopyright or contact us via email at info@sipx.com to arrange a meeting.

January 24-28, Philadelphia, PA
ALA Midwinter Meeting 2014

February 4, Washington, DC
SSP Librarian Focus Group 2014
Panel Discussion (Franny Lee, SIPX)

February 5-7, Washington, DC
Professional Scholarly Publishing Conference 2014
When Is the Next Big Thing Mere Hype, and When Is It… The Next Big Thing: What MOOCs Can Teach Us (Bob Weinschenk, SIPX)