

## **Taylor & Francis Online**

Abingdon, 4<sup>th</sup> April 2011

We are pleased to introduce **Taylor & Francis Online** – the new online platform for Taylor & Francis journals and reference works.

In collaboration with librarians, researchers and scholars we have designed Taylor & Francis Online to meet the varied needs of our user communities. Our new platform will bring knowledge to life with:

- A clean, intuitive user interface
- Enhanced discoverability for journals and reference works
- Flexibility on how and when you access content –take knowledge on the move with our Blackberry, iPhone and Android Applications!
- A wealth of features to allow librarians to manage authentication, usage statistics and linking

Our new platform will be launched in the coming months and will replace access to the 1,600 journals and reference works currently on informaworld. Initially our A&I and bibliographic databases will remain on informaworld, before being transferred to Taylor & Francis Online at a later stage.

### **Why we are changing our platform from informaworld to Taylor & Francis Online**

In short – we are changing because we listened to our customers. We talked to various customer groups, including librarians, editors, authors and society partners to get feedback on what they felt about the informaworld name. The consensus was that a name that more closely relates to Taylor & Francis Group and our imprints would be preferable to informaworld, and when alternatives were put to customer vote, the favourite was Taylor & Francis Online

Although there may be some initial work for our library customers as they embed the new name in library catalogues, we are working to minimize the impact this will have, and have created an [FAQ document](#) to help address any of our library customers' queries. Many of the features on Taylor & Francis Online will feel very familiar to our users but with added benefits. Quality, reliability and accessibility will remain at the core of our online platform provision when we migrate to Taylor & Francis Online.

### **Getting started**

To ensure the transition to Taylor & Francis Online is as smooth as possible, we will be keeping our customers updated with developments between now and go-live. Our plan is to minimize the impact of the transition, leaving our customers with very little to do but enjoy our new platform. We have created a transition site at [www.tandfonline.com](http://www.tandfonline.com) where we have posted [FAQs](#), canned demos, and details of training sessions.

Follow developments on Twitter at [@TandFOnline](#).

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## About Taylor & Francis Group

Taylor & Francis Group collaborates with researchers, scholarly societies, universities and libraries worldwide to bring knowledge to life. As one of the world's leading publishers of scholarly journals, books, ebooks and reference works our content spans all areas of Humanities, Social Sciences, Science and Technology.

From our network of offices in Oxford, Philadelphia, Melbourne, Singapore, Beijing, Tokyo, Stockholm, New Delhi and Johannesburg, Taylor & Francis staff provide local expertise and support to our editors, societies and authors and tailored, efficient customer service to our library colleagues.

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