



Program Overview

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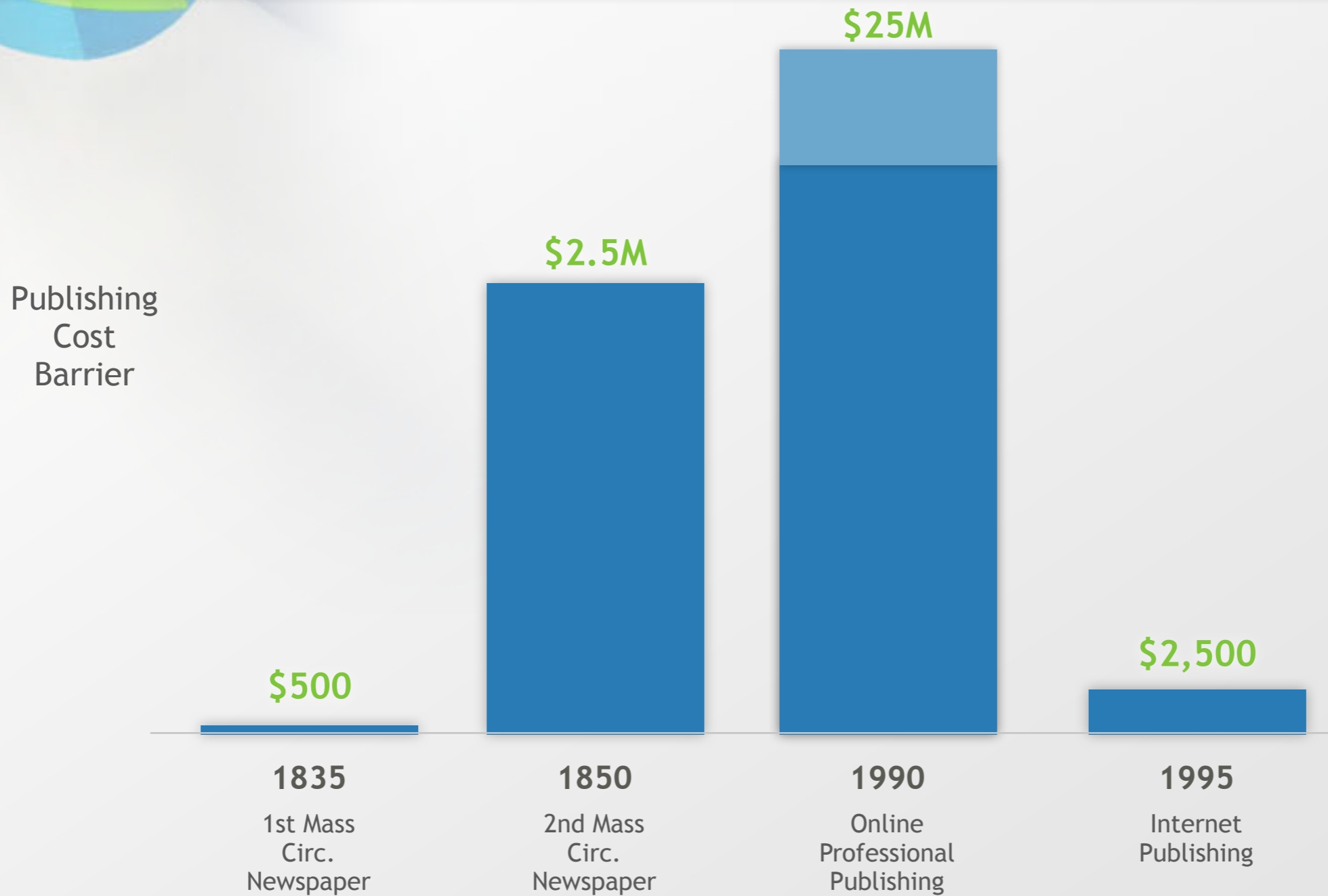
September 25, 2008

London

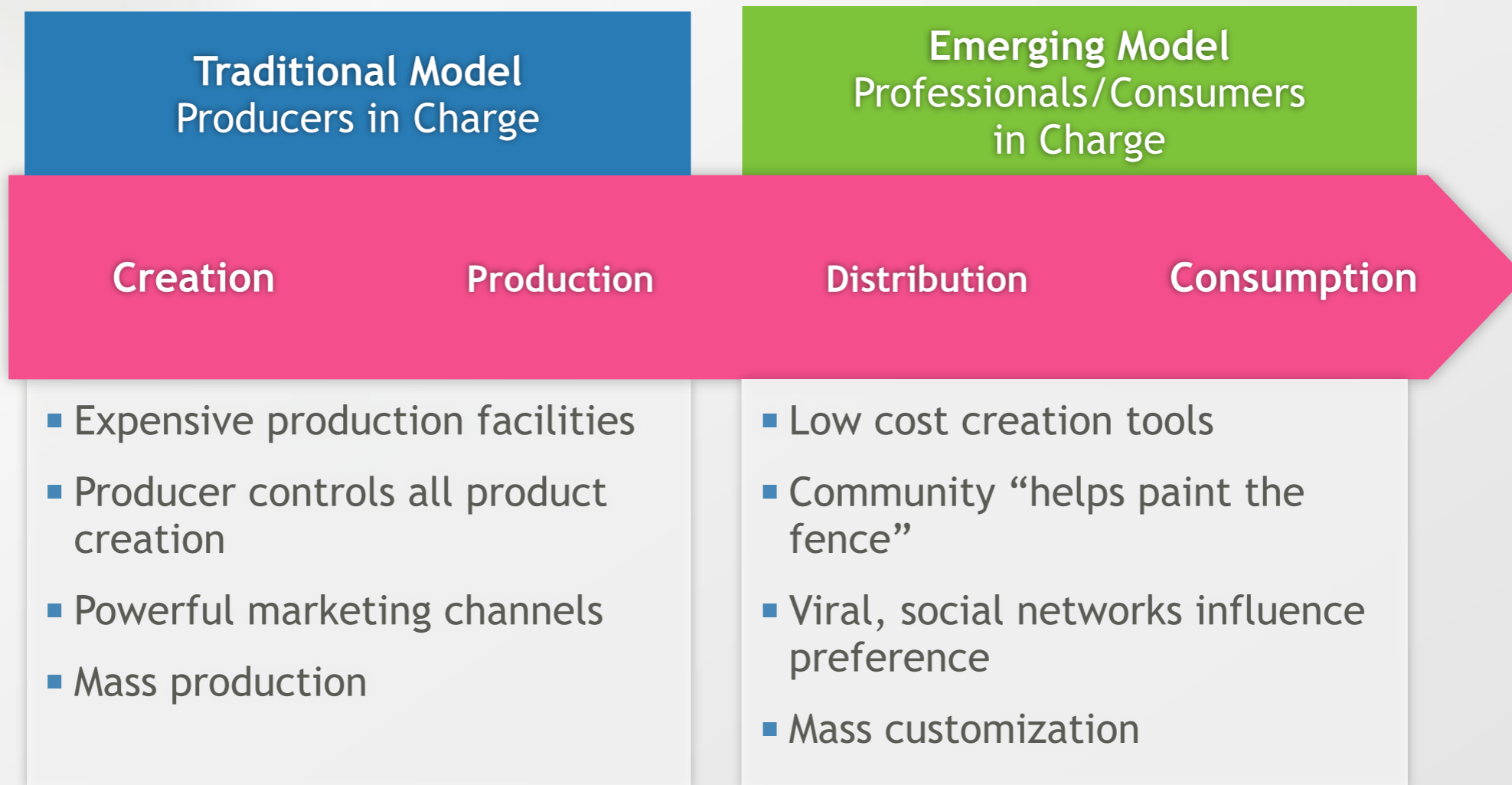


Wolters Kluwer

Internet inverts the cost barrier to publishing



Power is shifting from producers to consumers





Wolters Kluwer innovation domains

- Vertical Search
- Workflow Solutions
- Cloud Computing
- Next-Generation Publishing



Vertical Search

Moving from a content to user centric model

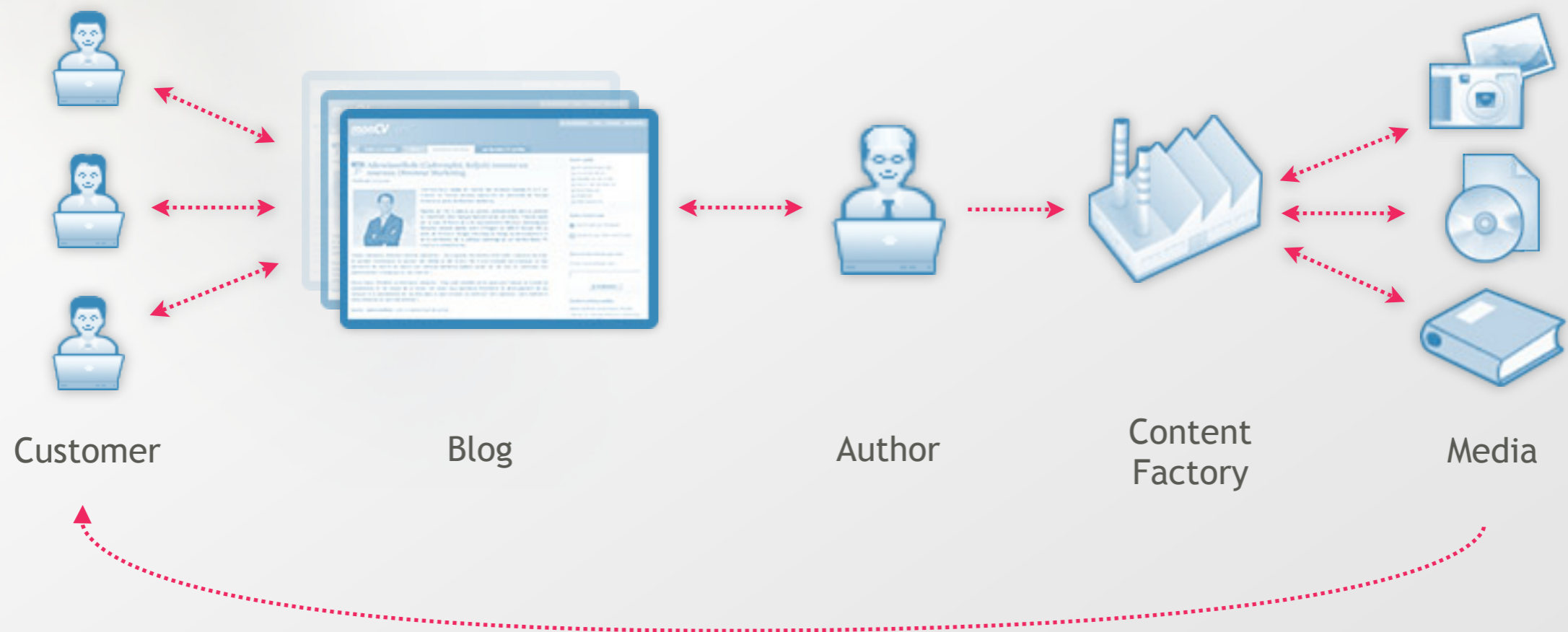
Traditional Model Content Centric

- Research expert as user
- Relevance determined by algorithms
- Content-centric taxonomy
- Monolithic user interface
- Context agnostic
- Single device access
- Single business model (i.e. subscription focus)

Emerging Model User Centric

- Practitioner as user
- Relevance determined by algorithms and community
- End user centric taxonomy
- Personalized user interface
- Context aware
- Multi-device access
- Multiple business models (i.e. subscription, pay-per-view etc.)

Emerging synchronous publishing model





Workflow

Automating the extended enterprise

Traditional Model Closed / Proprietary

- Automate activity
- Block box, monolithic
- Tightly coupled
- Few customization options
- Does not play well with trading partners

Emerging Model Open & Interoperable

- Automate process
- SOA, components, mashups
- Loosely coupled
- Greater user control, customization options
- Plays nicely with others

Cloud Computing

Shift from products to services

Traditional Model “Generating Your Own Power”

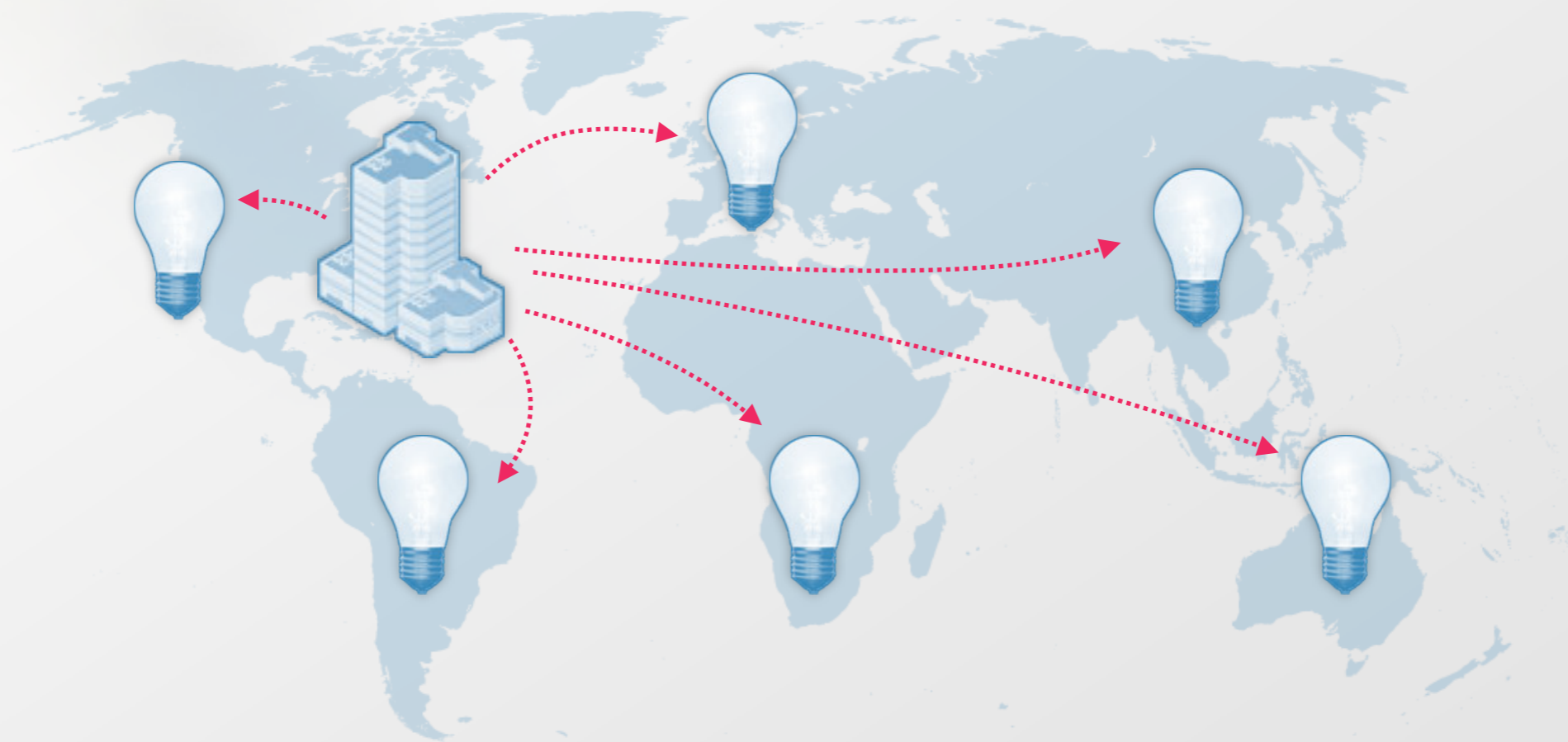
- Own, manage application and IT infrastructure
- License, subscription
- One-to-one based solution
- High upfront investment, implementation time/cost

Emerging Model On Demand Utility “Cloud Computing”

- Software as a Service
- Multiple business models
- One-to-many based solution
- Limited upfront investment, shorter implementation time

Innovation hub

Innovation hub connects centers of excellence across the globe that incubate new ideas and attract highly-specialized expertise in our innovation domains





Speakers

Vertical Search

Karen Abramson

President & CEO Medical Research

Workflow Solutions

Mike Sabbatis

CEO CCH Tax and Accounting

Cloud Computing

Chris Cartwright

CEO Corporate & Financial Services

Next-Generation Publishing

Henri van Engelen

CEO Wolters Kluwer Belgium