“From the very first PL I drafted, I have been imagining a tool like Automagic. The amount of time spent gathering journal and article rankings is frustrating and has quite often turned a good day bad or a bad day worse… I am practically gleeful every time I use Automagic! I think it's a great interface, so intuitive and easy to use, and I feel like the luckiest person in the A2 office for being able to use it already.” --Tani Bellestri, Ann Arbor Office

“The company is going to save a ton of time and energy if writers start using this tool…” –Matt Wathen, Chicago Office

“Automagic quickly and accurately returns journal and citation information in under ten minutes - a process that might otherwise have taken 20-30+ minutes when gathering the necessary information by hand. "Automagic" has certainly changed my writing process for the better, and I expect it will substantially increase the efficiency of the company once it is available for general use by all writers.” – Amy Paine, Pittsburgh Office