

# Leveraging Technology for Improved Journal Publishing Efficiencies

## CLIENT OVERVIEW

Client is a scholarly, not-for-profit who publishes STEM Journals and Books.



### BUSINESS NEED

The journey of an article from authoring to distribution is slow and tedious. It sometimes takes months for an article to be ready for publication. On the other hand, the reader demands faster and better products with reliable content. This necessitates publishers to

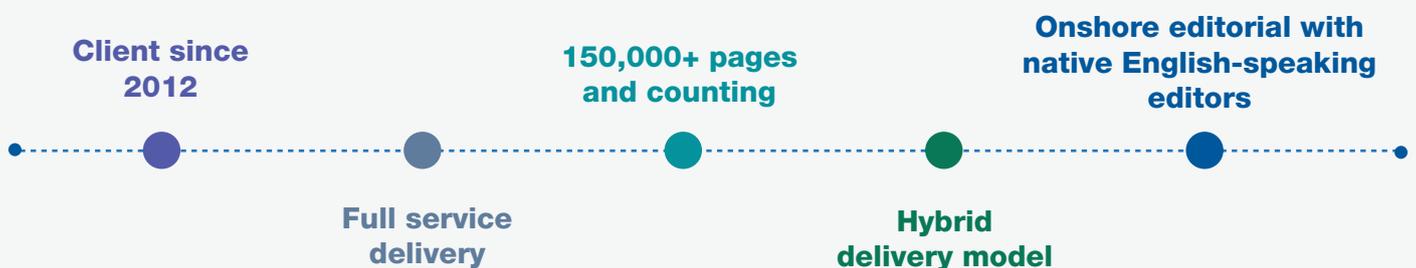
- take articles faster to market.
- optimize workflow processes and build efficiencies to control escalating costs.
- make the article discoverable for improved monetization.



### CHALLENGE

The client when they approached Lumina Datamatics had 3 to 4 months of publication backlog, resulting in 500 to 800 articles behind production schedule. The client's journal process was complicated and not optimized, and their current vendor was unable to keep pace with the demand. The client wanted to reduce the publication time by half from the current scenario of 60 days while looking to rein in the escalating costs.

## ENGAGEMENT FACTS:



## SOLUTION

To address these challenges, Lumina Datamatics introduced a combination of human expertise and workflow innovations in two phases. In the first phase, we implemented a hybrid delivery model, which is a combination of providing services both onshore and offshore. Editorial was done onshore, while composition and other content services were done offshore. The US/India time zone advantage also helped to turn around work much faster.

In the second phase, our journal production experts optimized the existing process and introduced automation in a precise manner. The entire publishing workflow was moved to Content Authoring and Publishing System (CAPS). With an underlying Content Management System (CMS) and editing environment, articles can be pre-edited and copyedited, as well as allowed for online author corrections. The client was offered real-time tracking of their articles in the production process along with report generation. This provided high-visibility into the entire production process, and progress could be tracked at every stage.

## CAPS

Content Authoring | Publishing System

Lumina Datamatics' CAPS solution enables publishers to create, edit, and proofread content and also deliver across print, online, and digital channels.

### Features

- Cloud-based hosting for security and scalability
- XHTML-based workflow allows
  - Pre-editing
  - Copyediting
  - Online author corrections
- Automated and customizable pre-editing solutions
- Black-box XML conversion and auto-pagination
- Real-time MathML equation creation and editing
- Live tracking and report generation
- Manage open access payments

## BENEFITS

With Lumina Datamatics expertise at their disposal, in 3 months, the client was able to

- clear all their production backlogs.
- streamline and automate their production process.

And over the longer term, the client was able to

- reduce the number of days it took from manuscript to publishing by 68%, that is, to 19 days.
- reduce the overall cost of publishing by 25%.
- track the entire production workflow in real-time.

### Lumina Datamatics Facts

Specialized content, data, and, analytics solutions provider

7 of the world's top 10 publishers as customers

2800+ inclusive & diverse workforce

10 million pages of content transformed annually

Part of the \$150 million Datamatics Group



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