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Lumina Datamatics' XEditPro Cuts Publishing Time of a Global Publisher by 62%

CLIENT OVERVIEW

The client, a global publishing leader, manages a diverse digital content portfolio. With a substantial increase in scientific journal submissions, the client anticipated continued growth in 2021, reporting rising income from digital and open-access products.

PROBLEM

Our client faced challenges encompassing multiple facets of content creation and management, hindering the ability to efficiently produce diverse content worldwide. The challenges included:

- Multilingual content creation barriers hindered global market expansion.

- Inefficient comment and query management disrupted collaboration.

- Meeting diverse output needs while maintaining quality was complex.

- Lack of transparency and accountability in content creation stages.

- Inadequate image insertion affected visual content flow.

SOLUTION

Collaborating with Lumina Datamatics and its XEditPro platform, the publisher implemented a range of innovative solutions that directly addressed these challenges:

- Lumina Datamatics introduced a robust multilingual feature that enabled the publisher to seamlessly create and manage content in multiple languages.

- An exclusive platform was introduced to efficiently track and resolve author comments and queries.

- Lumina Datamatics' platform, XEditPro, allowed the publisher to manage diverse outputs from a single source input.

- An audit trail/log mechanism was established to promote transparency between content creation stages and enhance overall accountability.

- The system was streamlined to enable efficient image insertion with metadata from the cloud, significantly enhancing the visual appeal and cohesiveness of the content.

RESULT

The implementation of Lumina Datamatics' XEditPro yielded impressive results.

- XEditPro's single source, multiple output platform significantly accelerated the publishing process, reducing publishing time by 62%.

- Multilingual content creation and streamlined comment management fostered improved collaboration and increased overall efficiency.

- The publisher successfully met varied output requirements while maintaining the high quality expected by their readers.

- The audit trail/log mechanism created transparency between content creation stages, bolstering the review process and improving accountability.

- Efficient image insertion with cloud-based metadata enhanced the visual appeal and overall content cohesiveness, creating an engaging reader experience.

ABOUT US:

Globally, 8 of the top 10 publishers and 3 of the top 5 ecommerce retailers trust Lumina Datamatics as their strategic partner in providing content, analytics, and technology solutions. Lumina Datamatics' expert solutions comprise in-house platforms, partnerships with global technology leaders, and more than 3500 professionals across Germany, India, UK, United States, and Philippines. Our clients have reduced time-to-market, optimized business processes, operational efficiencies, and improved competitiveness. For more information, please visit www.luminadatamatics.com.

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