

## 40% Faster Turnaround, 35% Increased Productivity: Discover How ARTY Revolutionized Content Management for a Global Publisher



### CLIENT OVERVIEW

A renowned global publishing company specializing in academic, educational, and trade books along with digital content.

#### PROBLEM

The client faced a myriad of challenges in their content management journey. From time constraints in processing images offline to difficulties in tracking and consolidating files, these obstacles hindered efficient workflow management.

- Time constraints involved in processing images offline, resulting in slower analysis.
- Difficulty in tracking and consolidating files, leading to improper file management.
- Generating HTML codes for ePub import posed a cumbersome task.
- Unintentional usage of sensitive terminologies impacted inclusivity.
- Manual split/merge of images during revision caused time-consuming errors.
- Meeting varying vocabulary requirements across content.
- Identifying similar images across editions required manual matching efforts.
- Capturing textual content from images to enhance accessibility.
- Formatting Alt Text descriptions as per thumbnail specifications to ensure compatibility.

#### SOLUTION

ARTY emerged as a robust solution, offering multiple features meticulously designed to streamline the content management process while reducing costs and turnaround time.

- Implemented ARTY, a cloud-based platform for real-time Alt Text authoring, review, and copyediting, enabling seamless online access and collaboration.
- Offered customizable workflow stages for easy tracking and real-time image movement.
- Enabled "Rich Text" manifest downloads with automatic HTML codes.
- Included a diversity and sensitivity checker highlighting terms in three categories.
- Provided functionality to combine or split image thumbnails, updating Alt Text automatically.
- Incorporated in-built dictionaries for US, UK, and Canadian vocabulary with spell check.
- Incorporated an in-built Similarity Index to quickly identify repeated images from previous editions, streamlining content management.
- Added OCR to capture text from image thumbnails.
- Included a formatting pane for styling text to meet client specifications.

#### RESULT

The launch of ARTY and the regular updates made to the in-built functionalities have resulted in improvements in turnaround time, accuracy rates, and cost savings.

- Accelerated Alt Text authoring, review, and copyediting, reducing turnaround times by 40% and boosting productivity by 35%.
- Efficiently tracked image stages per title-specific workflows, enhancing accuracy and speeding up final file delivery.
- The introduction of Alt Text manifest downloads with in-built HTML tags ensured seamless ePub ingestion and uninterrupted content flow.
- Included a sensitive term identifier, promoting inclusivity by allowing replacements from a diversity library.
- Provided Split/Merge functionality, reducing TAT, minimizing resource effort, and improving efficiency.
- ARTY's built-in spell check quickly identified errors, maintaining high content quality.
- ARTY streamlined workflows by using the Similarity Index to match images with corresponding percentages.

### 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](http://www.luminadatamatics.com).