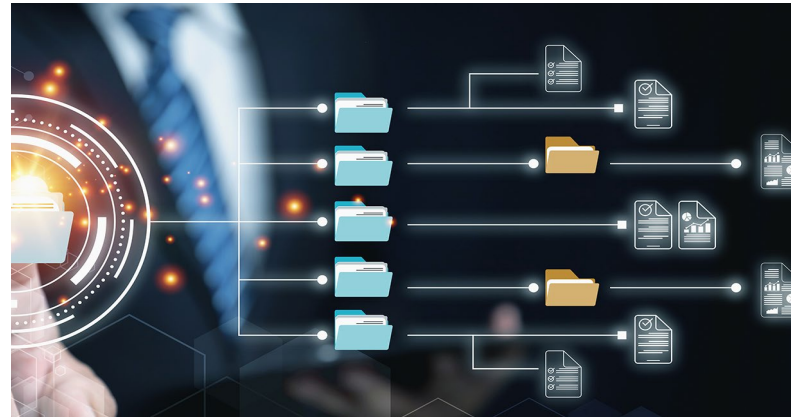


How a World-Famous Publishing House Streamlined its Editorial Workflow and Reduced Cost Up To 25%



CLIENT OVERVIEW

The client is among the world's oldest and most prestigious university presses. It is renowned for publishing scholarly works in various disciplines, including science, humanities, and social sciences, with over 50,000 titles by authors from over 100 countries.

PROBLEM

Our client followed a traditional publishing method, where workflow depends on PDFs used by various stakeholders to mark the changes at multiple stages and are manually transcoded to the final output.

The key issues were:

- High probability of missed corrections and comments that need to be understood, resulting in an extended turnaround time (TAT), affecting the overall efficiency of the publishing workflow.
- The time the author, editor, and reviewer take to make corrections on a hard copy, scan, and then move it to publishing companies is relatively high, making it a cumbersome and error-prone process.

SOLUTION

The Lumina Datamatics team addressed the challenges by deploying BluPencil, an on-demand web-based cloud solution that removes the dependencies on PDF, Microsoft Word, Mathtype, and other desktop software.

- Authors, copy editors, reviewers, and various stakeholders used BluPencil to create and review the documents with the help of features like built-in help, quality checks, track changes, query replies, math editing, automated notifications, and precise version control.
- The underlying clean XML is always ready to be exported and transformed into different digital deliverables, like ePUB or other XML/XHTML objects that can be ingested into other platforms.
- The CSS PDF proof feature generates a print-ready-like typeset view of the final print product in real-time compared to traditional software like InDesign, APP (3B2).

RESULT

- Significant improvement in turnaround time by 20%-30%.
- Improved quality by 15%-20%.
- Overall cost saving by 10%-25%.
- Since September 2019, the client has been using BluPencil and successfully implementing it across 115 journals.

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.