integra

Case Study

Leading **UK-Based Publisher** Reduces Production Cycle by 50% with **ContentPilot**

Customer Profile

It was an honor when one of the largest UK-based academic publishers, well-known for their commitment to delivering high-quality research, approached Integra. They needed to accelerate production to address the needs of the dynamic scholarly space.

The Challenge

The leading publisher was facing the critical challenge of optimizing each stage of the publication cycle to reduce transit time for their journals without compromising quality.

- ◉ Prolonged holding time at different stages of workflow led to inefficiencies.

- ◉ SLA of 5 days in delivering the first proofs caused delays to ripple to the publication stage.

- ◉ Inadequate technology to facilitate fast movement of manuscripts through the publication stages extended timelines.

Testimonial

" *Thanks to ContentPilot, we slashed publishing time in half, worked smarter at every stage, and couldn't be happier with the results!* "

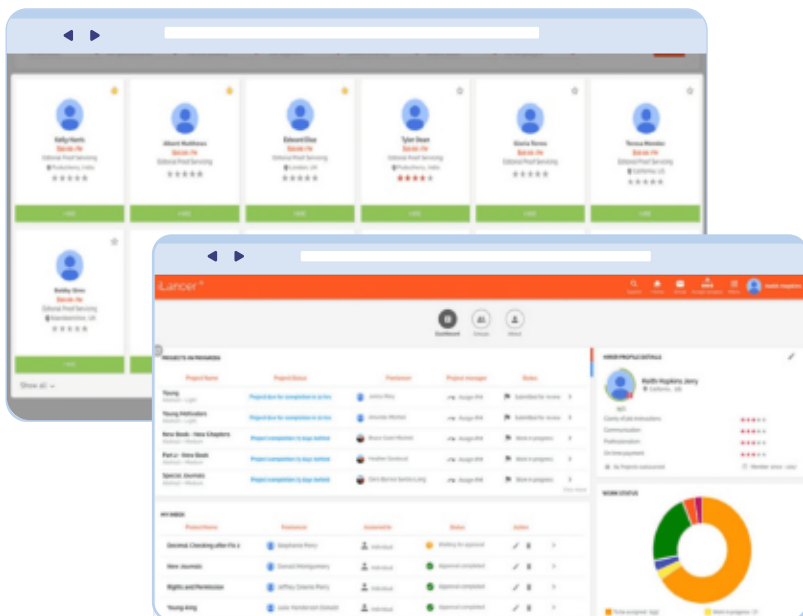- Production Editor

Key Objectives

The client wanted to revamp their publication process by reducing the overall production transit time from 24 days to 13 days, right from the first proof to revisions, and the final publication.

- **Set New Publication Standards:** Accelerate the publication process with innovative technology solutions to position the client as a frontrunner in delivery efficiency.

- **Reduce Overall TAT:** Bring the overall production transit time down from 24 days to 13 days for various stages of content processing, delivering first proofs within 2 days down from the current SLA of 5 days.
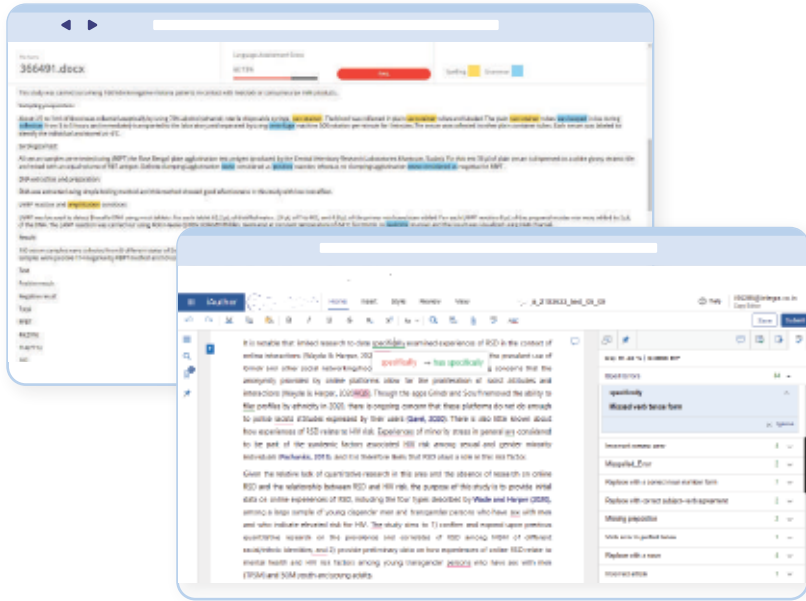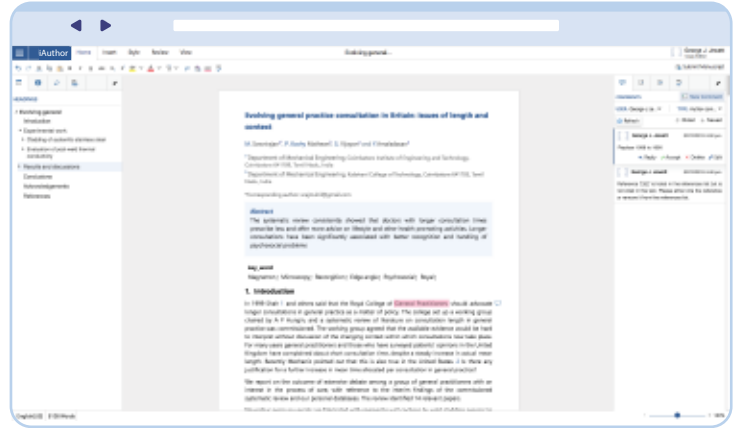
The Integra Solution

Integra's experienced team took over the challenge to improve the client's process workflow via strategic technology interventions for each stage. The innovative Integra toolkit for publication was tailored to achieve the desired TAT reduction while ensuring high-quality journal publication. Here is what we achieved:

- **Powered the publisher to establish a disruptive benchmark** of reducing the proofing cycle from 24 to 13 days.

- **Optimized production by reducing idle time** with our state-of-the-art workflow management system, **iWMS**, for scheduling work allocations to all team members.
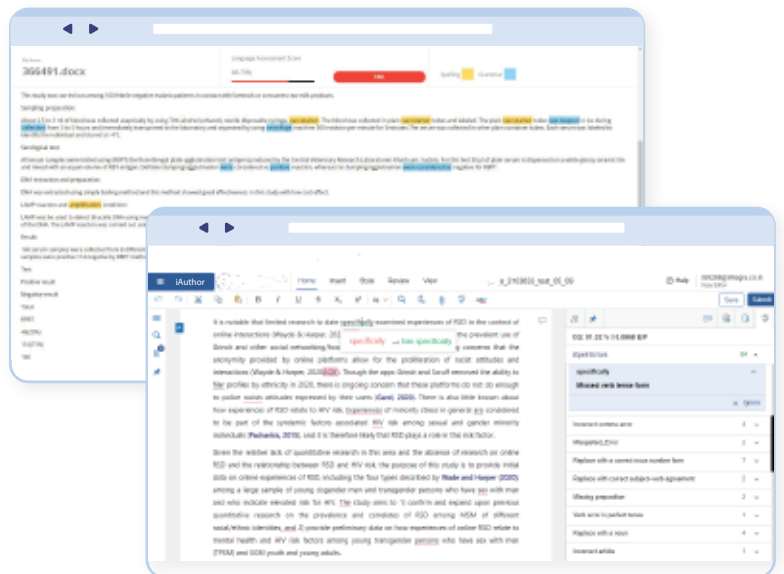
- **Accelerated editing with iPubEdit,** an automated mechanical editor, and **iLancer**, a freelance resource administrator and management platform, to reduce the workload of manual editors.

- **Expedited the typesetting process** with our automated blackbox AI-driven pagination tool, **iAutoPage**, eliminating the need for manual formatting.

- **Speeded up author proofing** with our XML-based online proofing system, **iAuthor**.

- **Empowered managers to track the progress** of the manuscript through the system with **iDashboard** and set automated alerts to ensure timeline adherence.

- **Automated dispatch of input materials** from the publisher's system to Integra's internal system without the manual intervention of the project manager.

- **Streamlined workflows with XML operators,** and collators to automate mechanical activities, such as incoming inspection.

- **Eliminated redundant activities to improve efficiency** by adopting **Value Stream Mapping** for all activities to ensure continued optimization of the production cycle.

Integra's delivery of customized solutions ahead of target expectations assured the client of exceptional outcomes throughout the transition process. The customer was able to observe significant enhancements right away.

Business Outcomes

Improvements at each stage of the journal publishing workflow translated to noteworthy outcomes for the academic publisher with **ContentPilot**:

- **50%** in onshore copyediting time
- **40%** acceleration in author proofing cycle
- **25%** in holding time with 24x6 operations
- 2 days TAT for first proofs from 5 days
- Halved the TAT for final publication to 13 days from 24 days

ABOUT INTEGRA

Integra is a trusted partner in Business Process and Technology Services for many leading organizations worldwide. With a focus on providing end-to-end solutions for digital content, learning services, and content workflows, we help our customers realize transformational business value.

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