

Case Study

Leading UK Publisher Cuts Copyediting Costs by 40% with **AI-Powered ContentPilot**



Customer Profile

A leading multinational publisher originating in England committed to advancing research dissemination while maintaining high-quality editorial standards across its extensive collection. The customer needed an NLP-based tool to accelerate the production of multiple scholarly journals and publications across diverse disciplines.

The Challenge

- Streamlining the publishing process to enhance speed-to-market for accepted journals.
- Automating and optimizing resource management and production tasks.
- Reducing time spent on copyediting and allocating articles to suitable copyeditors for cost-cutting.

Testimonial



Integra's AI-powered ContentPilot and iLancer brought remarkable improvements to our publishing process, significantly reducing copyediting costs, and expedited our publication timeline. A true game-changer!



Tom Newman

Manager of Editorial Processes



Key Objectives

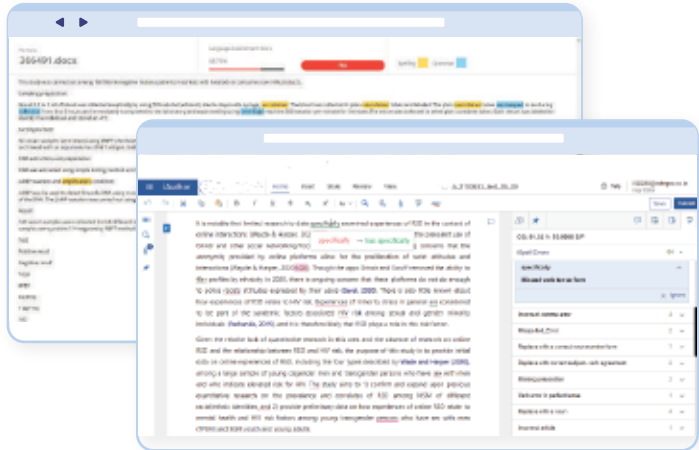
- 🎯 **Enhance Copyediting:** The ideal solution should identify the level of copyediting intervention required and restructure the manuscript to prepare it for the editing stage.
- 🎯 **Assess Manuscript Quality:** The copyediting solution should automate language quality assessment, based on customizable thresholds defined by the publisher’s editorial team.
- 🎯 **Optimize Resource Allocation:** The platform needed to automate publishing workflows, assigning articles to the most suitable copyeditors, based on expertise and schedule and ensure on-time progress with timely notifications for stringent deadlines.

The Integra Solution

- 🎯 Shorten time-to-market through Integra's customized platform: NLP-based copyediting tool **ContentPilot** & Freelance Management System **iLancer**.
- 🎯 Enabled faster and better content delivery with technical manuscript diagnosis, guided editing, and layout automation.
- 🎯 Cloud-based platform ensured security, scalability, and cost-effective expansion of freelance workflows.

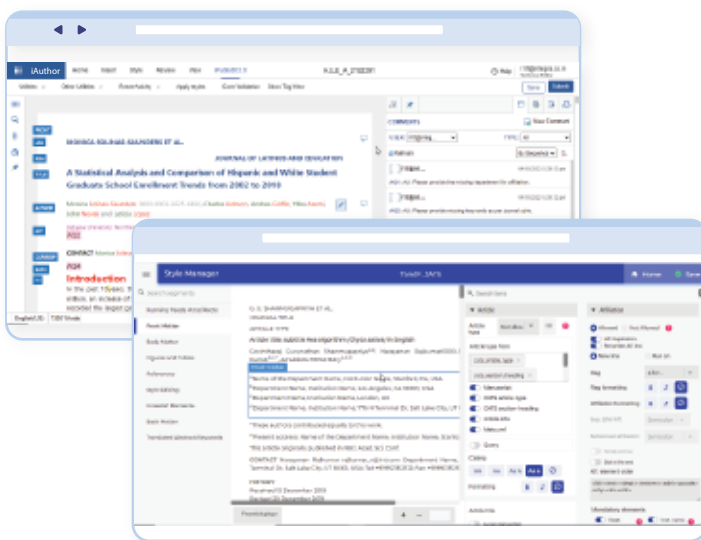
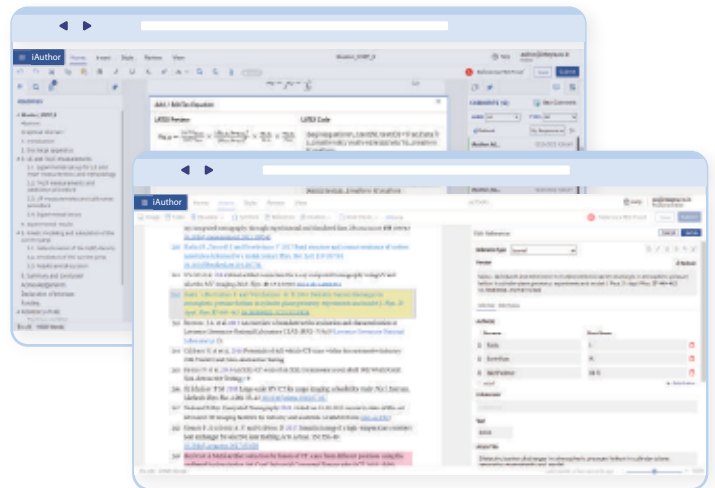


The seamless integration of Integra’s solution with the publisher’s existing environment delivered significant results:



- **Accelerating copyediting process** flow with quick determination of required intervention levels for accepted articles via language quality and technical assessment modules.
- **Enhancing decision-making** with a quality matrix and assignment of Quality Scores, for informed routing of articles to appropriate workflows through its publishing journey.





- **Reducing manual labor** through manuscript auto-structuring in processing the article, improving resource usage and boosting the processing speed of the article.
- **Lowering copyediting costs** via automated mapping of copyeditors, based on expertise, experience, availability, and preference, enhancing author experiences.



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Business Outcomes

Integra's AI/ML and NLP-powered ContentPilot and iLancer produced visible and quantifiable results, replicated across **951 journals**:

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Reduced Turnaround Time (TAT): Streamlined decision-making for direct-typesetting, reducing the time required from 5 days to just 2 days, enabling faster content production.
- 
Enhanced Quality & Productivity: Increased team productivity and redirected focus towards critical editorial activities, further improving content quality and efficiency.
- 
Cost Reductions: Achieved a notable 40% cost-savings in copyediting services, optimizing expenses while maintaining quality standards.
- 
Accelerated Timelines: Accelerated publication timelines by 48 hours, ensuring content reaches audiences more swiftly.



About Integra

- 28 years of experience in providing comprehensive digital content solutions and e-learning services
- Applied innovation using AI/ML, NLP, Deep Learning, RPA, and Blockchain
- Technology-agnostic frameworks for accelerated and seamless deployment
- Niche product development experience, over 8 SaaS platforms used by publishers

Awards



Certifications



For more information, please visit
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