

# Scaling up Production Capacity to Handle 650,000 Pages of English & German Titles





## Handling Full-service Mandate

One of the biggest academic publishers in the world approached Integra about managing a sizable volume of their STM (Science, Technology, and Medicine) titles in English and German.

The primary goal was to take on the publisher's Production Editor role, provide full-service project management for the titles, implement a chapter-wise workflow supported by appropriate systems and platforms, and improve production transit times by handling up to 150 titles per month.

## Business Requirement

The publisher set an ambitious target of completing the transition within three months, and Integra had to ensure a smooth and efficient process while meeting the aggressive timeline.

- Manage the publisher's Production Editor role and provided full-service project management.
- Deliveries included Print PDF, Online PDF, Marketing PDF, Author copies, XML, ePub, high-resolution & low-resolution images, and an updated Job sheet (XML dump).
- Design a chapter-by-chapter production workflow for enhanced efficiency.



## Integra's Approach

Integra followed a systematic approach to achieve the desired objectives:

- Process study through Value Stream Mapping (VSM): Conducted a thorough analysis of the existing processes to identify areas for improvement and optimize the workflow.
- Implementing integrated workflow using Integra's tools and products for automation to enhance efficiency and minimize manual intervention
  - Tailored Integra's iWMS, workflow management system, to seamlessly integrate with the publisher's platforms, facilitating smooth data flow and collaboration.
  - Deployed workflow tools across all production stages for efficient tracking and management.
- Streamlined production process, from editing to final delivery:
  - Integra introduced automated systems for technical editing and generating page proofs, expediting the process.
  - An author proofing platform enabled contributor feedback on chapters.
  - Automated systems managed cross-citations between chapters, ensuring accurate referencing.

## Outcome

- Integra met transition and ramp-up goals within the timeline.
- Through efficient workflow and automation, Integra scaled rapidly with a lean team.
- Streamlined production improved transit times from editing to delivery.
- Integra's integrated workflow, automation, and chapter-wise efficiency drove successful outcomes and client satisfaction.





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● ● ● **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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