

Case Study

Streamlining Chapter-Wise Workflow & Rapid Ramp-Up for a Leading Academic Publisher with **ContentPilot**



Customer Profile

The customer is a German-British academic publishers with a global presence across Science, Technology, and Medicine (STM) titles in English and German. The publisher was on the lookout for a comprehensive content production solution to ramp up editing, production, and project management.

Testimonial

“
ContentPilot is a game-changer! We effortlessly manage 150 titles each month now. Faster workflows, top-notch quality—this journey to success is truly remarkable!
”

Sarah Leh

Assistant Production Manager

The Challenge

The publisher wanted to scale its capacity to producing 150 titles per month. The most significant concern for the client was adhering to stringent publication timelines and maintaining high editorial standards. The major challenges being faced in achieving these goals were:

- ⦿ Inability of legacy solutions to assume the role of Production Editor and Project Manager to oversee smooth operations and timely deliveries.
- ⦿ Complex and inefficient production and end-to-end management of projects.
- ⦿ Disjointed chapter-wise workflow due to lack of technology.
- ⦿ Inefficient publishing capacity in the STM segment.
- ⦿ Achieving seamless transition to a new platform without disrupting publication schedules.

A critical request from the client was to ensure the transition without loss of data or any compromise in operational quality within a mere 3 months.

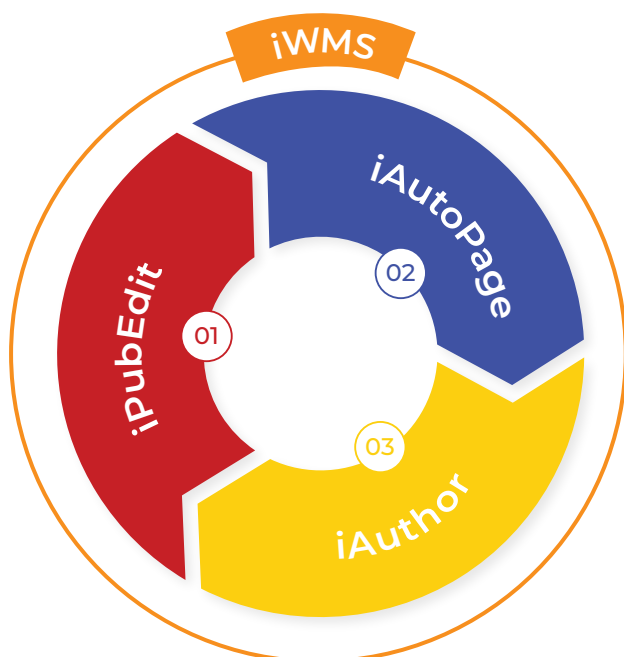
Key Objectives

The publisher needed to collaborate with a full cycle editing and publishing services and technology provider to:

- 🕒 **Scale Rapidly:** The primary goal of the solution was to optimize workflows and ensure timely deliveries while significantly scaling up the production for a significant portion of the client's STM titles.
- 🔄 **Seamless Transition:** The leading publisher needed a seamless transition without disrupting the ongoing publication process.
- 🚀 **Express Integration:** They set an aggressive timeline to achieve the technology transition and complete ramp-up the production management and editing processes within 3 months.

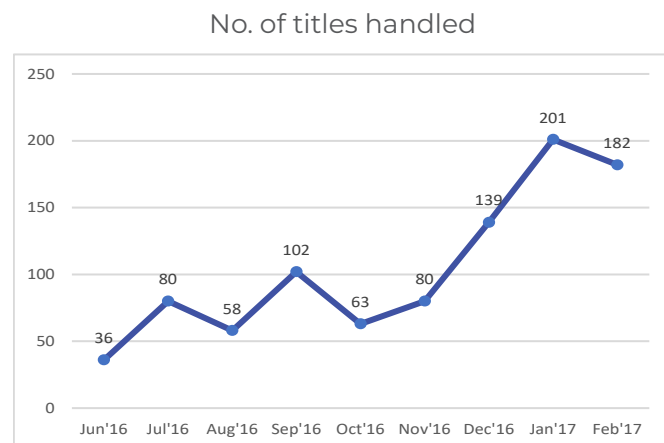
The Integra Solution

Integra strategically planned and executed the transition to its comprehensive content suite, ContentPilot. We customized the technology platform to optimize workflows, accelerate editing and streamline project management. Our API-based modular approach facilitated the hand-picking of best-fit tech-components from our tool set to meet the client's specific requirements. Here's how we did it:



- **Comprehensive process study through Value Stream Mapping (VSM)** to identify automation and optimization opportunities.
- **Customizing our existing tools**, including iPubEdit, iWMS, iAutoPage, and iAuthor to facilitate seamless integration with the existing environment while ensuring smooth data exchange and workflow synchronization.
- **Devising and implementing a detailed, stepwise ramp-up plan** to ensure scalability via smooth and rapid transition.


- **Customizing chapter-wise workflows and technology interventions** to achieve the ambitious target of scaling publication capacity to up to 150 titles per month.
- **Minimizing manual interventions and improving productivity** through advanced technology tools and resources from the Integra team.




Business Outcomes

The most significant business outcome the publisher achieved with ContentPilot was the capacity to handle up to 150 titles each month. Here's a detailed look at the overall business impact:

 **Reduced Turnaround Time (TAT):** Significantly decreased publication timelines by implementing chapter-wise workflows, accelerating the production process.

 **Enhanced Quality:** Attained a 100% takeover of copyediting services, ensuring the consistent delivery of high-quality content to readers.

 **Cost Reductions:** Streamlined operations and consolidated products and services across the UK, USA, and Germany, resulting in cost reductions while maintaining efficiency and quality standards.





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
integranxt.com

