



## Case Study

UK Publisher **Gains Up to 40% Savings & Rapid Turnarounds** with Integra's Tech Solutions

# Customer Profile

An esteemed UK-based multinational publisher, dedicated to advancing research dissemination with rigorous editorial standards, sought an Intelligent Language Assessment Tool to enhance the production pace of its diverse scholarly journals and publications.

## Testimonial



*Integra's tech solutions brought remarkable improvements to our publishing process, significantly reducing copyediting costs, and expediting our publication timeline. A true game-changer!*



- **Manager of Editorial Processes**



## The Business Problem

- ✔ **Need for streamlining**  
The publishing process required optimization to ensure faster market release of accepted journals.
- ✔ **Automation and structuring**  
The publisher faced difficulties in the swift identification of level of copywriting intervention and automated structuring of manuscripts for expedited publication.
- ✔ **Language quality assurance**  
Assessing language quality through a predefined quality score, as set by the publisher's team, was vital.
- ✔ **Copyediting efficiency**  
The company aimed to reduce time on copyediting, ensuring cost-effective allocations.

# Key Objectives

To reduce the time taken in managing production tasks, the customer sought a solution to achieve the following objectives:

- ✔ **Advanced Automation:** Implement a system for the rapid identification of copyediting needs and automate manuscript structuring, streamlining the editorial workflow.
- ✔ **Reduce Copyediting Costs:** Increase productivity and cost-efficiency by early identification of copyediting requirements to ensure quicker market accessibility for accepted journals.
- ✔ **Reduce Time in Copyediting Intervention:** Automate the allocation of articles to the customer's preferred copyeditors based on specific subject matter expertise, optimizing resource allocation, and maintain a timely communication loop with editors regarding article allocations.
- ✔ **Uphold Language Quality:** Establish and adhere to a quality score metric to elevate the language standard across all publications.

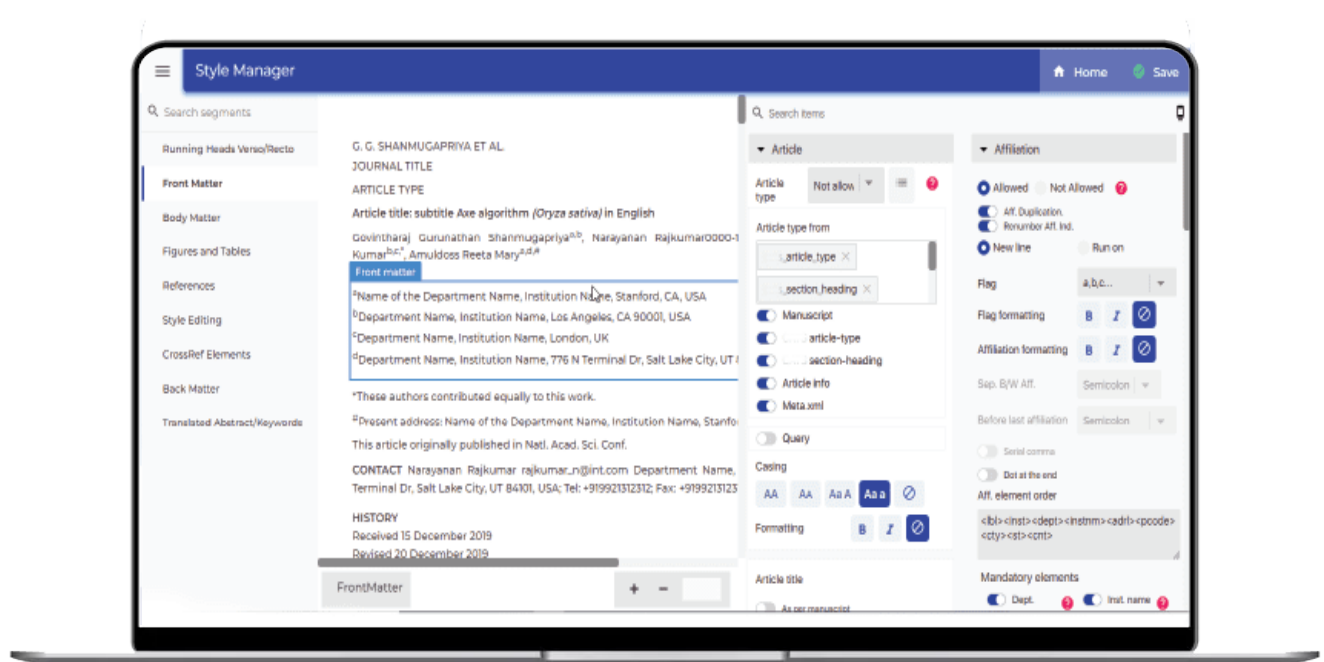


# The **Integra** Solution

The customer adopted a comprehensive solution comprising an NLP-based copyediting tool and Integra's Freelance Management System:

## 01. NLP-Based Copyediting Tool - ContentPilot

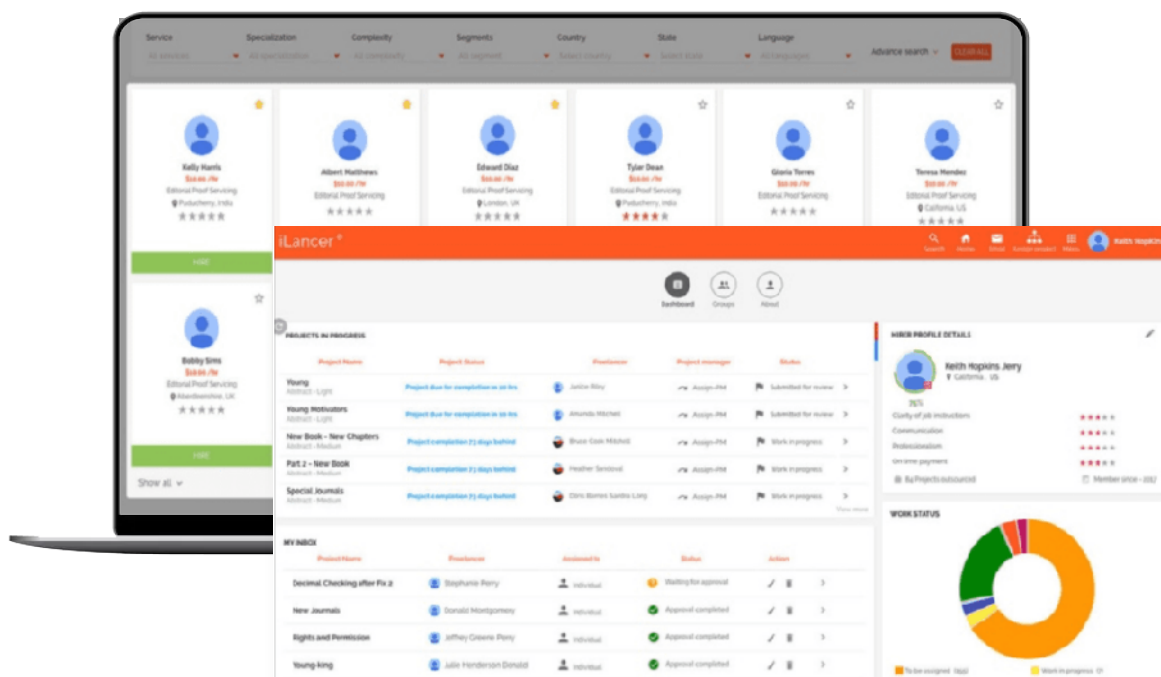
- ✔ **Manuscript Auto-Structuring:** Upon receipt, manuscripts are automatically structured, aligning with the objective of advanced automation.
- ✔ **Language Quality Assessment:** The tool assesses the language quality and provides an instantaneous 'Quality Score', significantly reducing the time spent by the publisher in this assessment.
- ✔ **Intelligent Copyediting:** Based on the scoring matrix, ContentPilot determines the necessary copyediting interventions and auto-routes articles to appropriate workflows, enhancing the efficiency in the copyediting process.





## 02. Integra's Freelance Management System - iLancer

- ✔ **Smart Allocation:** For articles demanding a copyeditor's touch, iLancer recognizes the journal's subject area and auto-allocates to a predefined set of copyeditors with relevant expertise.
- ✔ **Timely Alerts & Alternate Allocation:** If an article remains unattended within a set timeframe, the system notifies the Publisher's production team and auto-allocates to other available resources.



# Business **Outcomes**

Integra's AI/ML and NLP-powered technology solutions for **951 journals** have yielded significant benefits for the academic publisher:



## **Cost Reductions:**

Through early and quick identification of copyediting needs using the integrated system, there was a substantial cost-saving of up to 40% on copyediting services.



## **Reduced Turnaround Time (TAT)**

The technological advancements allowed for a more streamlined decision-making process. Articles that qualified for direct typesetting experienced a reduction in evaluation time, decreasing from 5 days to just 2 days.



## **Quality Enhancement**

The implementation of the 'Quality Score' system, derived from ContentPilot, ensured a consistent and high-quality language benchmark across all journals, further solidifying the Publisher's reputation for excellence.

### 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.

For more information, please visit

[integranxt.com](https://integranxt.com)



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