LUMINA DATAMATICS®

W E M A N A G E K N O W L E D G E™

How the Content Authoring Publishing System Platform Helped in Improving Journal Publishing Efficiency

CLIENT OVERVIEW:

The client is a scholarly, not-for-profit publisher of STEM Journals and books. Lumina Datamatics has enjoyed a long-standing relationship with the client since 2012 and processed 150,000+ pages for the client.

PROBLEM

The client wanted to speed up the time taken from authoring to distribution. The goal was to take articles faster to the market and make the articles more discoverable for monetization.

Currently, the client had a production backlog of 3 to 4 months which resulted in 500-800 articles lying in limbo. Their journal production process was inefficient, and the present vendor was unable to meet the demands. For the client, the priority was to reduce the production time from 60 days to 30 days, and also reduce the costs.

SOLUTION

Lumina Datamatics implemented the solution in two phases. In the first phase, we implemented a hybrid delivery model which is a combination of onshore and offshore services. Editorial was executed onshore, and composition and other content services were carried out offshore. The time zone advantage between US and India helped in a quicker turnaround.

In the second phase, our journal production experts optimized the existing processes and introduced automation. The publishing workflow was transitioned to the Content Authoring and Publishing System (CAPS) which allows articles to be pre-edited and copyedited and makes them available for online author corrections. The client had real-time tracking of the article along with report generation that provided high visibility in the entire production process.

RESULT

- Cleared all production backlogs within a time frame of 3 months

- Streamlined and automated the production process

- Reduced the TAT from manuscript to publishing to 19 days (68%)

- Reduced the overall publishing cost by 25%

- Ensured real-time tracking of the production workflow

ABOUT US:

Globally, 8 of the top 10 publishers and 3 of the top 5 ecommerce retailers trust Lumina Datamatics as their strategic partner in providing content, analytics, and technology solutions. Our clients benefit from the reduced time-to-market for new products and services, optimized business processes, operational efficiencies, improved competitiveness, and relevant insights. Lumina Datamatics' expert solutions comprise in-house platforms, partnerships with global technology leaders, and more than 3000 professionals across Germany, India, the UK, and the United States. This global resource pool services our customers across four continents: North America, Asia, Australia, and Europe.