

## How XML Conversion Helped a Media House to Ride the Digital Publishing Wave



### CLIENT OVERVIEW:

The client is a modern media group with a global presence, aiming to extend its focus to e-commerce and entertainment.

### PROBLEM

As a large media organization, the client wanted to keep pace with the changing digital ecosystem. To meet these requirements, they wanted to undertake a mass digitization exercise. This involved high volume document handling, content retrieval capabilities, and digital conversion to XML in various European languages. The challenge was to meet the high accuracy levels in a short turnaround time with inadequate in-house staff. Keeping the costs in check was also a priority.

### SOLUTION

Lumina Datamatics harnessed its experience of handling massive digitization and markup projects. With the help of its proprietary conversion tools, Lumina Datamatics delivered completed files to 12 different FTP accounts as per the client's requirement.

As a part of the project, German and French magazines were digitized into XML articles from the source print PDF with a turnaround of 5 to 6 hours. Further, a total of 28 different periodicals (newspaper/magazines) published in various regions were converted to XML. The XML content and article PDFs were dispatched to the client before the start of their business hours.

### RESULT

- Delivered high quality digitized XML and PDF outputs
- Automated and secure file delivery to 12 different FTPs simultaneously
- Delivered within stringent deadlines
- Achieved cost optimization with automation

### 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.