

How a Leading Publisher Overcame Tight Timelines, Low-Cost Challenges and Delivered 1,675 Assets with Precision



CLIENT OVERVIEW:

A prominent American educational content, technology, and services company for the higher education, professional, and library markets.

PROBLEM

The client's problem was to update assets in the current edition with correlation charts, Pick up with Author Correction (PUAC)/ Pick up with no Author Correction (PU) and new graphics from the prior edition while maintaining a short TAT and low cost.

- Completion of 1,675 assets within a tight timeframe.
- Consistent and accurate alt text for each asset.
- Converting the alt text from the input PDFs of the current and previous editions into an organized excel format.
- Manually match the prior edition's PUAC or PU images to the corresponding sections in the current title.
- Maintaining high-quality standards.
- Effective communication for coordinating efforts and addressing queries.
- Required advanced technology for tool development.

SOLUTION

Lumina Datamatics experts analyzed the challenges and implemented Arty: a cloud-based platform. The solutions ensured accuracy, consistency, and cost savings.

- Deployed skilled professionals for smooth production to handle all aspects of the project, ensuring a seamless workflow from planning to delivery and maintaining high-quality standards throughout.
- Utilized advanced Similarity Index for quick image identification and logging.
- Examined validation reports, creating only essential new images and optimizing time usage while upholding precise content updates.
- Authoring fresh images based on the validation report.

RESULT

The collaboration between the client and the Lumina Datamatics Content Development team yielded outstanding results.

- Implementing advanced technology and experienced resources led to reduced project timelines and minimized costs.
- Using the Similarity Index simplified matching and updating images, ensuring accuracy and consistency.
- Despite the scale of the project, Lumina Datamatics upheld the highest quality standards, surpassing the client's expectations.
- The efficient ramp-up of experienced resources facilitated a seamless transition from the previous edition to the current one.
- 100% fulfillment of client's SLAs and KPIs.

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 3500 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.

Contact Us: marketing@luminad.com

Website: luminadatamatics.com

Asia | Europe | North America