

Transforming Journal Publishing for a 68% Faster Turnaround and 25% Cost Savings



CLIENT OVERVIEW

A renowned publisher of Science, Technology, Engineering, Mathematics journals and books.

PROBLEM

The client faced significant delays in their journal production process and the priority was to halve the production time and reduce costs.

- The existing journal production process was inefficient.
- The production backlog was 3 to 4 months, with 500-800 articles delayed.
- The current vendor could not meet the client's demands.
- The goal was to reduce production time from 60 days to 30 days.
- Difficulty in lowering the cost.

SOLUTION

A phased approach was implemented to address the challenges, leveraging a combination of onshore and offshore services and introducing automation.

- Introduced the Content Authoring and Publishing System (CAPS).
- Editorial services were executed onshore.
- Composition and other content services were carried out offshore.
- The time zone difference enabled quicker turnaround.
- Optimized existing processes with journal production experts.
- CAPS allowed for pre-editing, copyediting, and online author corrections.
- Enabled real-time tracking of articles and generated high-visibility reports throughout the production process.

RESULT

The solutions showed significant improvements in the client's journal production process. By adopting Lumina Datamatics' solutions, the client was able to enhance efficiency, clear existing backlogs, and achieve substantial cost savings.

- Cleared the production backlogs within 3 months.
- Automated and streamlined the production process.
- A 68% improved TAT from manuscript to publishing to 19 days.
- Reduced overall publishing costs by 25%.
- Enabled 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. Lumina Datamatics' expert solutions comprise in-house platforms, partnerships with global technology leaders, and more than 3500 professionals across Germany, India, UK, United States, and Philippines. Our clients have reduced time-to-market, optimized business processes, operational efficiencies, and improved competitiveness. For more information, please visit www.luminadatamatics.com.