

Digital Publishing is Publishing



Composition

Helping create, develop, process, manage and publish your Intellectual Property

DX Flow™ - Harmonising the development of content, metadata with the process workflow that ensures digital publishing from manuscript to delivery. This tool was developed to support complex collaborative editing processes that may involve highly fragmented works and where those involved are often outside the organisation. It can track thousands of content fragments, accessed by thousands of users, allowing dynamic rendering, uploading and seamless typesetting within a full XML end to end environment.

DX Edit™ - Providing significant copyediting productivity through the automated deconstruction of manuscript copy to create copy editing text file and editing by exception on all referential links, house styling, fonts, spelling, images etc. Once copy is approved will provide automated reconstruction into full XML typeset copy.

XML First™ - Development of fully XML tagged digital typeset content that supports production of both physical and digital titles through a single process not only obviating the need for traditional typesetting but automatically creating fully tagged digital content that is ready to exploit.

Digital Asset Distribution - a digital repository that automates and manages distribution of formatted and DRM secure digital content and context to digital aggregators, 'Print on Demand' and other third party suppliers. The DAD can hold both digital content and associated digital marketing collateral such as podcasts, videos and links to 3rd party digital materials.

"We first contracted VCIL in September 2000, and have recently renewed our contract for production and online support, based upon their performance. We are very pleased with the work that VCIL has undertaken for us to date. We find VCIL most suitable for our organization's needs in the area of content solutions and services."

Roger Horton, CEO, Taylor & Francis Group

We Deliver Value and Choice to Publishers

In this fast-changing digital world, we help the Publisher maximize opportunities as they arise through a number of proven and leading edge offerings:

Publishing Solutions that:

- Create, develop, manage and publish your Intellectual Property
- Transform your content to leverage digital opportunities
- Protect, diversify and increase your revenue streams

DX Flow™ and DX Edit™ Benefits include:

A demonstrable and significant cost saving – DX Flow™ delivered a US publisher 90% plus cost saving on new projects.

Productivity improvement - DX Flow™ drastically simplified the workflow and effort, replacing the old time-consuming 'author-composition-proof-circulate-review-comment-correct-back-to-composition' circle.

Reduction in 'time to market'. DX Flow™ and DX Edit™ offer significant reduction in time to market over conventional workflow. Quality assurance and control – DX Flow™ provides full version and audit control to projects.

Both DX Flow™ and DX Edit™ remove geography and enable teams as if they were all in the same room.

Rapid configuration and deployment – deliver in weeks through intuitive, WISIWIG and email interfaces.

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How XML First™ Works

Input: Copyedited manuscript in the form of Microsoft Word or hand marked hardcopy files serve as input to the XML First process.

Output: Rich marked up XML content and a Print Ready PDF (for traditional or Print on Demand Printing)

Benefits:

- Low cost more value based approach as against the high cost low value traditional hand crafting of content
- Design changes across content, can be implemented in very less time
- Automatic rules based flow and layout of content
- Any rich XML DTD standard can be used for XML First™
- Rich marked up XML is readily available for re-purposing and reuse as well as generation of multiple eformats.
- Corrections, edits and updates to the content can be done instantaneously
- The XML can be ingested in DX FLOW™ for future editions and Print Ready PDF can be generated almost automatically

“Working with Value Chain has been a pleasure. The development process has been well managed, on time and on budget. Response to corrections in testing has been swift and to the point. We have a number of development projects still under way and Value Chain is a good partner to work with as they bring to the process not only technical expertise but also an understanding of the business opportunities connected with different solutions. We recommend our publishers use Value Chain for conversion of books. The material comes from several different sources including scanning from printed books. Here the quality of the work is first rate and the prices are reasonable.”

Jesper Holm, Managing Director, Ebog.dk

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Publishing Solutions that Deliver Digital content:

- In media neutral output in all formats
- Available for promotion, publicity, review and distribution
- Enabling distribution feeds to aggregators, retailers and for direct sales
- Enabling distribution to POD services
- Secured within an asset repository

Publishing Solutions that Reduce Cost:

- XML based pre press composition, removes the duplicate cost of conversion and reduces the cost against conventional typesetting.
- Rich XML based conversion ensures multiple eformats can be delivered simultaneously along with the pre-press composition

The provision of total outsourced and optimized services tailored to fit the individual publisher.

Publishing Solutions that Increase Sales:

- Maximizing digital content to support all sales, promotions, marketing, publicity and rights sales.
- Offering a choice of digital formats
- Supporting, through VCIL's eCompile function, the sale of chapters, fragments and customised books
- Enabling the publisher to react quickly to market developments.
- Providing ONIX compliant 'rich' metadata feeds to the market to sell both physical and digital titles.
- Enabling the servicing of the 'long tail' with minimal investment



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