

# Digital Publishing is Publishing



## Conversion

Convert once publish forever

**DX Content Factory™** - is a revolution in itself. It directly addresses the productivity, quality, complexity and flexibility issues that are the biggest problems in implementing a back-office or value added content production facility. DX Content Factory™ is a distillation of experience across thousands of man-years and millions of pages of high-end publisher content, documentation projects from around the world, and custom requests from demanding clients.

DX Content Factory is a feature rich suite of applications that enable processes that not only enhance productivity but also cut down cost of conversion. Semi-Automated and Automated processes ensure that the delivered output is of the highest quality and exceeds client expectation.

VCIL has built its conversion processes around DX Content Factory. Highly configurable nature of DX Content Factory enables easy design and implementation of workflows ensuring smooth end-to-end processing of content.

VCIL has processed over 20 million pages of content and converted to various eformats including Rich XML, portable reader ebooks, print ready output and any other content conversion that can be thought of. Specialised processing like 'Photo Metadata' extraction, 'Citation' extraction and linking, XML generation as Marketing Fragments, 'Rich Onix' and 'Dublin Core' metadata generation. XML based conversion of content to print ready outputs for 'Traditional' and 'Print on Demand' using XML First™

*"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 Content Factory™ Features:

- XML tagging on images – before the text even exists
- Auto-proofing with manual assistance to five defects in a million characters
- Auto styling in multiple online and offline formats to publisher standards
- Handling multiple languages
- Dynamically configurable workflows
- Being part of a solutions network that will fuel your business strategies.
- QA monitoring and analysis of every production event

### VCIL Conversion:

VCIL has provided conversion services to an US based scientific and professional organisation to convert 20000 Article pages, 10000 book pages and over 4 million citations extracted and tagged to Custom XML DTD.

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## How DX Content Factory™ Works

DX Content Factory™ has three core structures – Content Management, Workflow Management and Quality Assurance Management. All three work seamlessly together for an integrated solution

**Content Management** – ensures that all content is safe and retrievable at all times. Users have access controls to process only the allowed content for a project.

**Workflow Management** – Large complex content jobs require sophisticated engineering and setup. DX Content Factory has all the components built in for project setup and authoring. You can create configuration scripts for each activity, carry them out as linked, parallel and looped processes. The WfMC engine tracks and records every activity

**Quality Management** – The design and implementation of DX Content Factory supports the most advanced production quality concepts and methods. In the relentless search for the highest quality standard, a simple set of propositions emerges:

- Arrest defects before they occur
- Track and quantify every possible defect opportunity
- Ensure every manual process can be identified, verified and inspected
- Put the fastest, easiest defect disposal mechanisms in place
- Use advanced statistical methods to isolate defect instances and empower process improvement.
- Ensure Quality measurements are available in real time or near real time.
- Process improvement should be relentless, intuitive and easy to implement.

*“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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