

S4CARLISLE: CASE STUDY ON PUBLISHING TECHNOLOGY AND INNOVATION SERVICES

OBJECTIVE: Improving Efficiency and quality through improved use of technology and tools all through the entire production process and Leverage the extensive domain knowledge and in-depth understanding of the publishing landscape to provide break-through content publishing solutions.

S4Carlisle understands that publishers need to harness the power of technology and innovation to consistently deliver value to customers globally. S4Carlisle is one of the most experienced players in the publishing service industry and understands all aspects of content in great depth. In line with the way the industry is evolving and change is occurring, S4Carlisle has invested in new products and solutions focusing on all aspects of content. We have been differentiating ourselves from our competition with increasing reliance on technology to improve efficiencies both within our organisation and with our customers.

In conjunction with our mission statement to create long-term partnerships through innovation, technology, quality and service, S4Carlisle has expanded its services from the traditional prepress offerings to offer a wide range of digital-first services. Leveraging on the more than four decades of prepress experience, S4Carlisle has consciously invested and built a suite of products, processes and solutions that enables global publishers to stay on track in terms of their technology and innovation needs during this period of digital transformation without compromising on costs and efficiencies. These products and solutions include:

- Dazzle—A MS Word framework to write, improve and publish content

Using Dazzle-SNAP workflow to reengineer and streamline Newsletter production for a major STM journal publisher based out of Europe.


OVERVIEW: A major STM journal publisher based out of Europe contracted S4Carlisle to reengineer and streamline their current Newsletter production to achieve savings and efficiency.

APPROACH: Analysing the current workflow of the publishers Newsletter, we were able to identify various areas wherein we could bring in efficiencies of scale using our existing tools SNAP and Dazzle.

A three step approach was used to streamline the current process

1. Organise the content within the Dazzle-S.N.A.P. ecosystem
2. Using automated technologies in-built in S.N.A.P to build the Newsletter issues
3. Using the Dazzle-S.N.A.P ecosystem to generate content for print and web.

SUMMARY: Use of the Dazzle-S.N.A.P. ecosystem has greatly benefitted the STM Journal publisher's requirement to streamline their Newsletter production process thereby achieving desired efficiencies and savings.

	<p>S4Carlisle (S4C) is a technology-enabled publishing solutions provider offering global publishers a range of products and services for print and digital markets. S4Carlisle aims to be at the core of digital convergence. Going beyond being a service facility - we want to envelope an eco-system - that enables an equation between published content (new, legacy and created) - to a variety of interpretations and formats suited for the digital consumer across K-12, Higher-Ed and continuing education markets. For more information visit www.s4carlisle.com</p>
---	--

S4Carlisle

Tel: + 1 646-233-2610
Email: nandak@s4carlisle.com
Web: www.s4carlisle.com