

## Maximize the Value of Your Content



# Content Platforms and Technologies

Converting analog and legacy content for a broad range of digital outputs requires two things: a healthy understanding and sound application of new technologies, and a thorough knowledge and prudent use of workflow automation tools. SPi Global is an expert in a wide range of content technologies and platforms, from industry-wide standards such as ePub 3.0 to proprietary tools such as SPiCE. Our insights for the publishing and information industry, and our working knowledge of these platforms enable us to automate workflows, dramatically reduce costs and speed up time-to-market for our clients.

### Tools

While content conversion and editorial services will always demand a significant amount of human interaction, SPi Global automates the workflow with proprietary tools such as SPiCE. This proofing system eliminates inefficiencies and redundancies that slow down cycle time or create costly QA on the back-end.

Our tools include:

- **SPiCE:** SPi Global's automation team developed SPiCE (SPi Copy Editing Tool) using Microsoft.Net technology to automate pre-editing and copyediting tasks. An add-in for MS Word, SPiCE prepares documents for language editing by structuring manuscripts, and for routine editing using XML schema. Once the copyediting is done, publishers can generate XML for any schema, supporting content creation for books, journals and MRWs.
- **Proofing Systems:** SPi Global has developed a number of proofing and auto correction tools to ensure content accuracy and quality. Our author proofing tool, for example, eliminates inefficiencies that arise from manually tracking author changes via online PDFs. The web-based system supports automatic linking from the mail-to-proof PDF page, enabling authors to make corrections online. We've also developed an innovative tool that dramatically reduces turn-around time by eliminating manual intervention in the author corrections process, which means that corrections made by the author are directly processed in XML.
- **Conversion Platform:** SPi Global's experienced teams of project managers, content analysts, software engineers, content technicians, and QC analysts have developed a number of automated processes for migrating content from one format to another. These processes enable us to move content from platform to platform quickly, with greater accuracy and at significantly lower costs.
- **Workflow Systems:** We then bring these automated tools and processes together via a workflow management system that optimizes the production workflow, driving faster processing times and efficient use of resources. SPi Global also continually refines the workflow through these systems, looking for new ways to eliminate unnecessary steps, or incorporate quality assurance checks earlier in the process, reducing costs and speeding time-to-market.

## Technologies

SPi Global develops and deploys technology-based solutions that enable our clients to drive new revenue streams and reduce costs. We invest in technology that helps us design and create custom IT-enabled solutions that integrate the full range of latest content technologies and industry-wide standards. These content technologies include:

- **ePub 3.0:** A leader in helping to formalize this emerging standard for eBooks, we've developed workflows and processes that will streamline the use of ePub 3.0. Our expertise with this tool will enable us to ease the production of enhanced eBooks and give us an edge in helping publishers bring new content to the information marketplace.
- **HTML5:** Once HTML5 becomes a widely supported standard for Internet-based content, our teams will be ready to integrate the deep and innovative functionality HTML5 offers, from viewing multimedia presentations within the browser to developing content products for existing HTML standards for existing tools, such as Javascript and Flash.
- **XML/XSLT:** With our deep expertise in XML, we can help our clients develop a number of information products for XSLT, the style sheet language of XML.
- **.NET:** Our programming teams have developed a number of technology solutions that rely on .NET, the software framework that runs on Microsoft Windows.
- **Javascript:** The same is true for Javascript, which we use to develop scripts that will enable our clients' products to run on Web browsers for enhanced user interfaces and dynamic websites.

## Content Platforms

Transferring content from one content management platform to another can be a difficult, time-consuming and costly task. At SPi Global, our experienced teams of project managers, content analysts, software engineers, content technicians, and QC analysts have developed a number of ways to efficiently and cost effectively migrate content, and then maintain those platforms once the information has been converted.

- **Content engineering:** Our teams design and develop conversion scripts that enable raw feeds from leading news information providers. These are then processed via customized, automated tools that convert the online data into XML. We review how the data should appear online and then transform the content into the aggregator's proprietary format.
- **Content uploading:** SPi Global programming teams also ensure that programs and processes are in place to ensure that the content uploaded from the raw feed or information services provider follows the client's guidelines. Again, we automate the process to handle the vast amount of content that we need to process for our clients.
- **Database design maintenance:** For several clients, our teams also maintain the online bibliographic databases, ensuring that the information contained is reviewed for version accuracy and ready for delivery to customers when needed.

For more information on how SPi Global can help you maximize your content online and offline, please contact:

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SPi Global partners with companies to maximize the value of their content online and offline. With escalating costs of production and printing, changing customer preferences, and the need to adapt, SPi Global enables organizations to exploit and invest in new media technology. With a complete suite of digital, publishing, content enrichment, marketing and customer support services, we help companies gain a competitive advantage through our unique and innovative solutions.

For over 30 years, SPi Global has been helping leading publishers, not-for-profit organizations, information providers, and Fortune 1000 companies increase their revenues, reduce costs, improve time-to-market, and automate operations. With over 500 clients and 7,000 content specialists, no job is too large for us.

Value | Driven

