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INDUSTRY SOLUTIONS

TELESCOPE FOR PRINT & PUBLISHING

Multi-Channel Publishing and Rich Media Repurposing

THE BUSINESS CHALLENGE

The distance between fresh content and the remainder bin has narrowed considerably in recent years. Print and publishing companies face constant pressure to deliver fresh content to their audience, even as that audience finds ever-newer venues to access content. With each passing year, companies must move faster and faster just to stay ahead



of the commoditization curve. Easier said than done perhaps, but many leading publishers have tackled this challenge by developing integrated digital services networks using TeleScope™ solution in their own business. These businesses are using TeleScope to tackle challenges that many businesses in the print & publishing industry face such as:

- Disconnected and inefficient production processes
- Lack of unified collaboration and sharing among all contributors (photographers, authors, editors, designers, marketers, distributors, etc) international offices, third-parties, and business partners
- Wasted time and efforts attributed to searching for media assets, recreating or repurchasing lost images, using incorrect versions, workflow bottlenecks, inefficient file transformation and delivery processes, lack of usage tracking and lack of production automation
- Implementing disaster recovery and archival plans
- Embracing new technologies such as RSS feeds, user-generated content, and Web 2.0.
- Identifying the most efficient way to get images, video, audio, pdf's, InDesign, PPT's, Excel, Word, EPS, GIF, SVG files from where they are created and managed to their ultimate destination use in web production, printed magazines, or mobile devices.

THE SOLUTION

TeleScope for Print & Publishing provides businesses in these industries with a robust digital asset management platform for enabling efficient production processes and developing new revenue streams. The TeleScope platform provides foundational support for photographers, authors, editors, designers, marketers, distributors, third-party, and business partners whether they are at the corporate head office or across international offices.

By enabling secure access and management of all digital media content throughout an organization, TeleScope for Print & Publishing enables an efficient and connected publishing workflow environment right from the creative design process through to production and distribution.

HIGHLIGHTS

CHALLENGE

- Disconnected and inefficient production processes
- Lack of sharing and collaboration
- Lost images and wasted time searching
- Embracing new technologies and standards
- Delivering fresh content to multiple audiences

SOLUTION

- Centralized rich media access and management
- Store and reuse digital media across multiple publishing mediums
- Project approval, workflow management, production automation
- Automated repurposing of rich media
- Enabler for aggregation and syndication initiatives.

BENEFITS

- Generate new revenue streams
- Reduces publishing production time
- Reduces shipping and media repurchasing costs
- Efficient and connected publishing workflow from design to production to delivery.

CUSTOMERS IN PRINT AND PUBLISHING INCLUDE:

- Hachette Book Group USA
- Hachette Filipacchi Media
- HarperCollins Publishers
- Publishers Clearing House
- QueNet
- Relizon
- Rodale
- West

BENEFITS

GENERATE NEW REVENUE STREAMS

TeleScope allows print and publishing companies to develop new revenue streams by enabling cross-media publishing from existing facility investments. It also delivers web-enabled submission, approval and publication services which together act as a catalyst for driving increased revenue of the core business for print houses.

LET YOUR USERS WORK THE WAY THEY WANT TO

Photographers, photo editors, print designers, prepress tech, web production teams, freelancers, and creative professionals can continue to follow the same processes they're accustomed to and continue to work in the same application environments they're familiar with, enabling the company to realize much faster production times.

CUT PRODUCTION TIMES

TeleScope is an excellent resource for cutting production times. Uploading and categorizing images tend to be a very labor-intensive process, but with TeleScope it can happen in just minutes, thereby freeing staff to focus on the art of publishing instead of the getting bogged down managing rich media content

REUSE & REPURPOSING

One Asset – Many Uses. Rich media can be repurposed across multiple channels such as books, magazine, webs, marketing collateral, mobile, and syndication outlets such as Yahoo and MSN.

INCREASE CUSTOMER SATISFACTION

With TeleScope your organization can provide personalized archiving, retrieval and repurposing processes and services to a wide range of clients. Easy administration, set-up and customization of customer-branded web interfaces enhance the experience. Furthermore, TeleScope builds tighter customer relationships by allowing your in-house print and pre-press professionals to become integrated members of any client's creation, branding or distribution teams.

MAINTAIN INNOVATION LEADERSHIP

TeleScope is unparalleled in its ability to integrate the tools and software you use in day-to-day operations with your digital asset management system. This allows workers across your organization to find new efficiencies in the way they conduct business and develop new processes and best practices that will keep your organization ahead of the competition.

MAXIMIZE GLOBAL FACILITY UTILIZATION

Since TeleScope enables your organization to manage remote proofing and automated file distribution on a global basis, you can distribute projects across the globe for maximum efficiency.

UNITE CONTENT CREATORS WITH KEY RE-USERS

By providing globally distributed marketing and sales staff with instant access to electronic files you can ensure that all key information they use is up-to-the-minute accurate. No more expensive and time-consuming recreation of files by individual departments or out-of-date versions persisting on the desktops of remote personnel.

QUOTES

"Implementing TeleScope has allowed us to redefine the way we interact with our customers and partners, while also achieving a strong return on investment,"

Rick Schwartz,
CIO
HarperCollins Publishers

"We are streamlining workflow related to managing digital content, enabling our team to focus on creating and selling our content without extraneous processes impeding their work. In addition, as we develop new business ventures, TeleScope will be an excellent resource, allowing us and our business partners to take full advantage of our digital content."

Beth Ford,
Chief Operating Officer
Hachette Book Group USA

