

# The Pioneer's Dilemma: Re-thinking and re-tooling what was once state of the art

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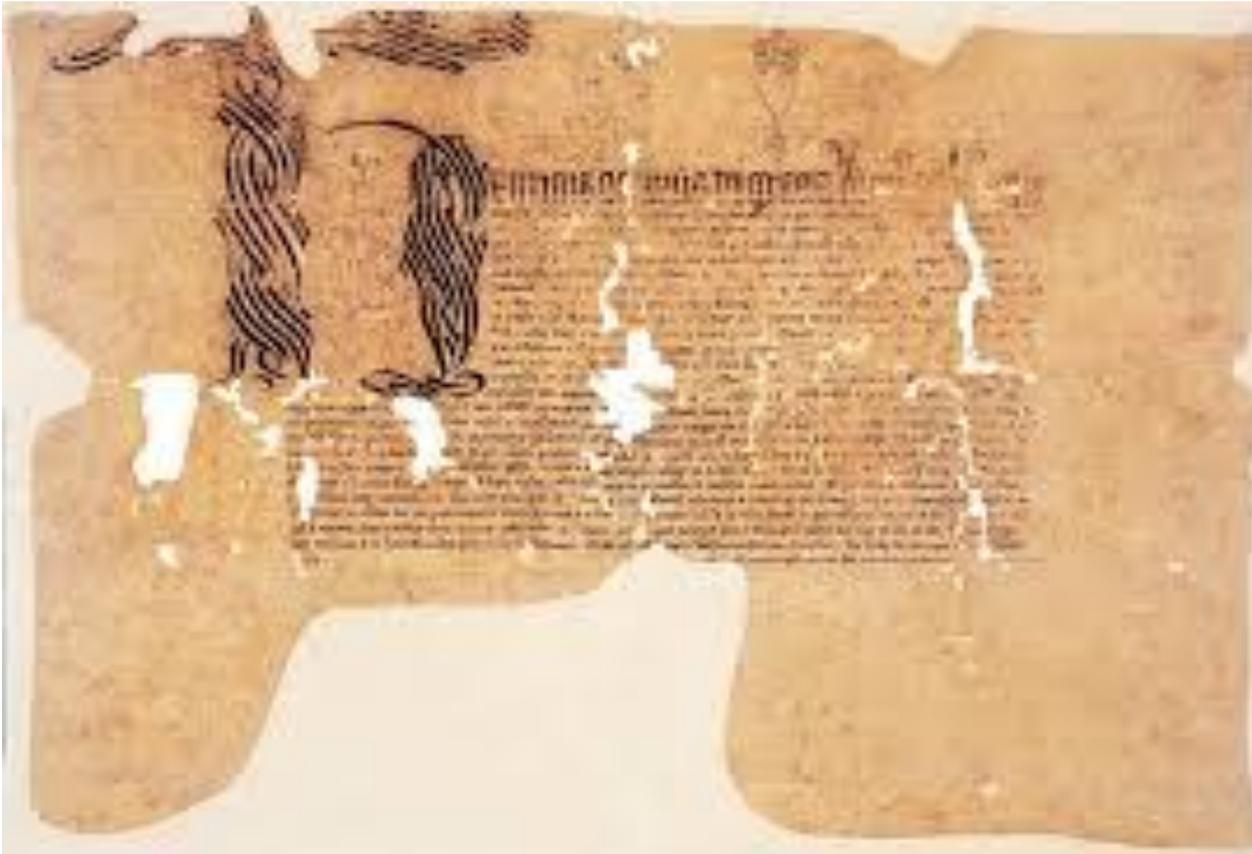
- Introduction to the Press
- Our ebook journey
- The Cambridge XML workflow
- The need for change
- Discoveries and recommendations
- Next steps in the journey



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PRESS, 2013**



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# Advancing learning, knowledge and research worldwide

- Large and complex global business
- Organic structures which have evolved over time and in different ways
- A huge and varied backlist & subject range (not just STM)
- Traditional, print-focussed organization



- **1997:** launch of CJO
- **1999:** first Cambridge ebook produced
- **2002:** XML workflow introduced
- **2007:** CBML DTD launched
- **2010:** CBO launched
- **2013:** CBO reaches 20,000 titles in January; Kindle will reach 10,000 titles by year end; ePub generation moves from a post-process into frontlist workflows



# Strategy?

# Rights?

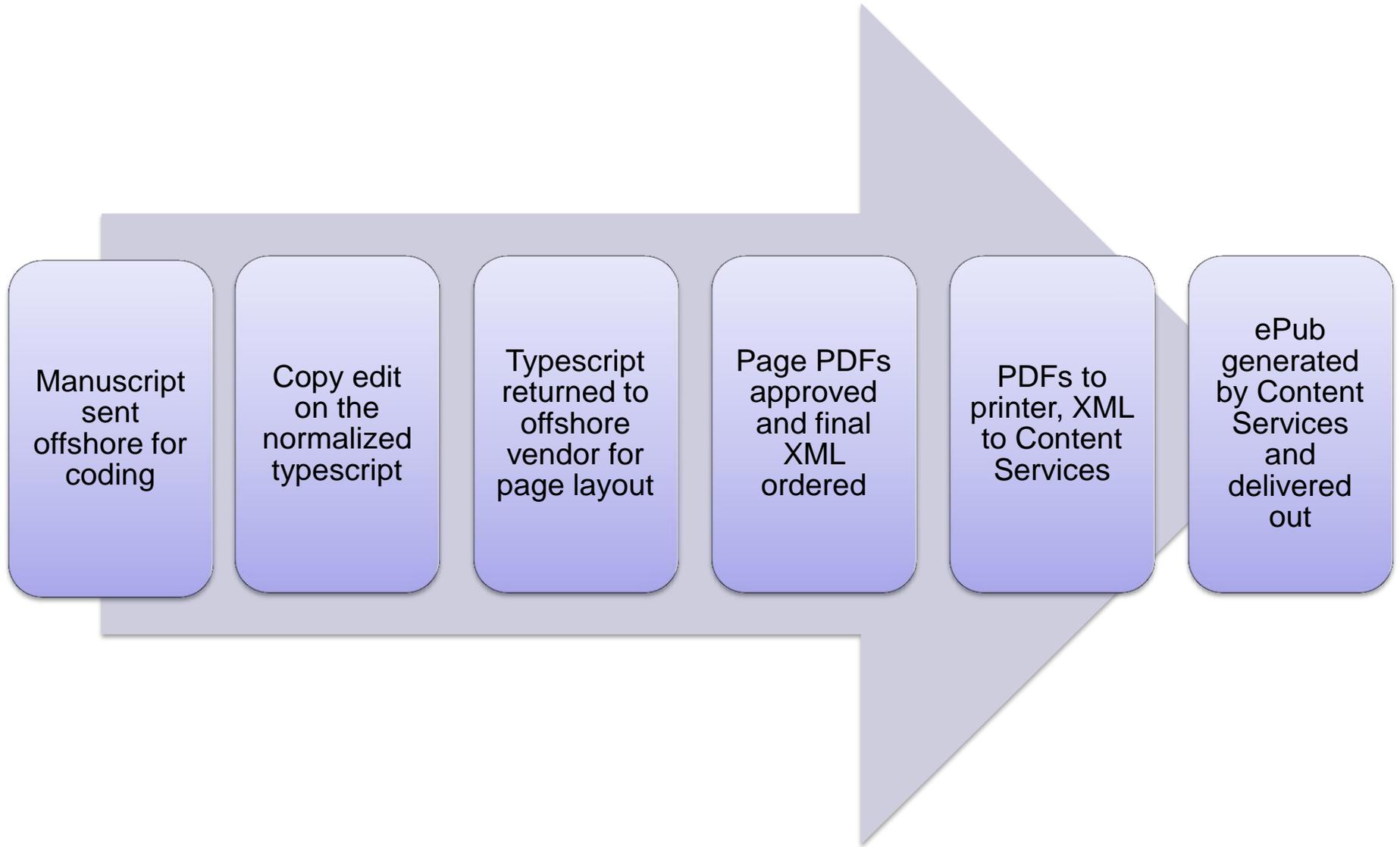
# Files?



eBook



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- ✓ Lots of XML!
- ✓ Early into the ebook market
- ✓ Lots of tools and automation developed around the CBML
- ✓ Good internal knowledge developed





- ✘ Speed to market
- ✘ Complexity of CBML DTD makes it hard to manage and reduces our ability to take on new vendors
- ✘ Loss of control due to highly automated processes
- ✘ Variations between XML and print and version control issues
- ✘ Quality concerns
- ✘ Possible stagnation of the DTD



# The need to review what was once pioneering

- The impact of Kindle and the move from B2B to B2C supply chains
- Increased quality expectations
- Desire (and need) to be more strategic and less scattergun
- Cambridge platform rearchitecture
- Sales and marketing request to publish print and e simultaneously
- Need to manage down costs by tendering out work





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# So where next?

- Academic Board ratified the decision to move to BITS in October
- A project team is being pulled together with engagement from across the business





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- To change the engine while keeping the plane in the air
- Go live with the new DTD in May 2014
- Streamline workflows around the new DTD throughout 2014
- Fully re-purposable, cross-searchable content will really be usable for the first time





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