

# The Production Landscape

## Issues and Strategies for Scholarly Publication Production

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# Scholarly Publishing – External Forces

- *Reduced Revenues*
- *Open Access Politics*
- *Increasing expectations from Authors, Editors and Reviewers*
- *Emerging Standards (e.g., NLM DTD)*
- *Institutional Repositories*
- *Technology*

# Competitive Dimensions

- *Cost*
- *Speed*
- *Value Add*
- *Engaging the “raw material” – the Author*

# Initial Responses to Environmental Change

- *Outsourcing production*
- *Digitization and searching*
- *Back file digitization*
- *“Quick hits” have mostly been exploited*
- *And these are short-term tactics, not strategy*

# Supply Chain Optimization

- Is “SCO” the “next generation” of competitive advantage?
- *Yes!*
- *Why?*

# Supply Chain Visibility is Key

- *Before you can optimize you have to be able to measure*
- *Legacy “black hole” between editorial and publication “silos”*
  - *Work flows*
  - *Organization and staff*
  - *Financials*
- *Legacy disconnect between file storage and metadata systems*
  - *Workflow management systems manage metadata*
  - *Content Management Systems manage content*
  - *Disparate systems must be integrated for a coherent solution*
- *Historically supply chain knowledge not institutionalized (all in peoples’ heads or with vendors)*
  - *Solution: In-source the workflow control so that you can better outsource the work*
  - *Solution: Use Web based systems to control and measure supply chain workflow (giant, interactive white board)*

# Further Optimizing the Supply Chain – Improve the Inputs

- *Emerging standard formats (e.g. NLM DTD) enables earlier validation of data*
- *Automated testing tools to solve problems before they cause disruption*
  - *Problems caught earlier are less costly to resolve*
  - *Artwork quality*
  - *Bibliography quality*
- *But, XML is not the only solution...*

# More Opportunities to Optimize the Supply Chain

- *Using “plug in” automated tools to undertake tasks that were previously manual (e.g. ref formatting and linking)*
- *Electronic “forms” management*
- *Electronic payment collection*
- *“Plug Replaceable” outsourced vendor services*
- *Enroll authors*



# Adding Value in the Supply Chain

- *Pre-submission capabilities – inviting authors – commentaries - proprietary content*
- *Focus on Author Services (e.g., single user access point for all author activities)*
- *Speed – overlap and integrate editorial and production*
- *Low cost reconfiguration of workflow makes it possible to respond to emerging opportunities (get there first)*

# (Some) Benefits of an Effective SCO Solution

# Conclusions

- View “Production” as an outward facing service, not just inward facing
- Engage an expanded community to improve product, drive costs (e.g., authors)
- Anticipate process change as an ongoing continuum, not as a one-time event

Thanks!

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