Outsource or not?

Andy Williams

STM e-production seminar
2nd December 2010
TWO TREATISES OF THE LORD HIS HOLIE SVPPER:

THE ONE INSTRUCTING THE SERVANTS OF GOD HOW THEY should be prepared when they come to the holy Supper of our only Saviour Jesus Christ;

Whereunto is annexed a Dicourse containing the principal points necessary to be known and understood of all them that are to be partakers of the holy Supper;

The other setting forth Dialoguewise the whole rite of the Supper: Whereunto also is added a brief and learned treatise of the true Sacrifice and true Priest.

Written in the French tongue by Yves Renier and John de Episins, Ministers of the word of God, and lastly translated into English.

1. COHINH. 11. 23. Let a man examine himself, and so let him have care of the bread and drink of this cup.

JOHN 6. 58. This is the bread which came down from heaven, not as your fathers ate Man, and are dead: He that eateth this bread, shall live for ever.

PSAL. 13. 16. Thou dost not despise, though we would give them all the sacrifices of the dead, and the fat of the feed offering: The sacrifices of God are a broken spirit, a broken and broken heart: O God, thou wilt not despise.

Imprinted by Thomas Thomas, Printer to the University of Cambridge, 1584.
Production functions

- Supplier management
- Editorial services (*Copy-editing; Proof reading; Collation of corrections; Indexing; Permissions; Data entry (article submissions*)
- Project management
- Author management
- Design services (*covers; text*)
- Typesetting
- Printing
- Content transformation, repurposing
- Standards management (e.g. DTDs)
- Delivery platforms – creation, maintenance, upload
- Systems development & maintenance
## Generic model (2010)

<table>
<thead>
<tr>
<th></th>
<th>In house</th>
<th>Out house</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic</td>
<td>Author management</td>
<td>Copy editing</td>
</tr>
<tr>
<td></td>
<td>Project management</td>
<td>Design services</td>
</tr>
<tr>
<td></td>
<td>Supplier management</td>
<td>Typesetting</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Print</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Systems development &amp; maintenance</td>
</tr>
<tr>
<td>Offshore</td>
<td></td>
<td>Typesetting</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Print</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Content transformation</td>
</tr>
</tbody>
</table>
Areas – non contentious…

• Supplier management
• Editorial services (Copy-editing; Proof reading; Collation of corrections; Indexing; Permissions; Data entry (article submissions)
• Project management
• Author management
• Design services (covers; text)
• Typesetting
• Printing
• Content transformation, repurposing
• Standards management (e.g. DTDs)
• Delivery platforms – creation, maintenance, upload
• Systems development & maintenance
Drivers

• High capital or running costs
  – Amelioration across businesses
• High cost or in-demand skills
  – Amelioration across businesses
• Resource bottlenecks
• Knowledge bottlenecks
• Not core to brand, nor tight control needed
Areas – contentious

- **Supplier management**
- Editorial services *(Copy-editing; Proof reading; Collation of corrections; Indexing; Permissions; Data entry (article submissions))*
- **Project management**
- **Author management**
- Design services *(covers; text)*
- Typesetting
- Printing
- Content transformation, repurposing
- Standards management *(e.g. DTDs)*
- Delivery platforms – creation, maintenance, upload
- Systems development & maintenance
Challenges

- Jobs (emotions!)
- Core to our brand
- Control
- Creative (not processes)
- Relationship management
- Knowledge retention
- Cost
Areas – ‘up for grabs’

- Supplier management
- Editorial services (*Copy-editing; Proof reading; Collation of corrections; Indexing; Permissions; Data entry (article submissions)*)
- Project management
- Author management
- Design services (*covers; text*)
- Typesetting
- Printing
- **Content transformation, repurposing**
- Standards management (*e.g. DTDs*)
- Delivery platforms – creation, maintenance, upload
- Systems development & maintenance
### Outsource or not?

**Pros**
- Cost
- Time
- Quality
- Skills and knowledge
- Control
- Other

**Cons**
- Cost
- Time
- Quality
- Skills and knowledge
- Control
Outsource or not?

• Clarity of internal reasons and actual impacts
  – What is the objective?
  – What are the negatives?
• Which quadrant; do as a single step?
• Can you manage the transition?
• (Re)check assumptions – total cost
• Consider appropriate (different) models

• Why production?
2034

“publisher: a company or person that prepares and issues books, journals, or music for sale”

*OED Online*

Monarchy Publishing Ltd (est 2034)…
Production – 2034

- Procurement manager
- Project manager
- Quality manager
- Innovations and technology manager
- Relationships manager

- Can your business afford not to outsource?
- Can the industry afford you to?
Thank you