Outsourcing and the changing face of Content Management

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Wiley-Blackwell Outsourcing

- 1500+ Journals
- >1.6 M pages
- Only 70 titles have no outsourced component
- Many long-standing relationships with vendors
Why outsource?

• Increased productivity/cost savings
  – Volume discounts and rebates
  – Need to stay competitive
• Redeployment of in-house staff
• Speed to market
• Efficiency
• Access to competencies
• Access to tools
Selection dilemmas

- Commoditization of production services
- Vendor expertise is developing and widening
- Flexible suitability criteria
- Shopping list of services
- But, ‘salami slicing’ has its limits...
“We’ve decided to do our own pointing, but outsource the clicking.”
The perceived downside

- Loss of control
- Quality
- Time zone factors
- Growing economies and exposure to exchange rate fluctuations
- Staff turnover
- Takeovers and company failure
‘Local difficulties’

• Know what you can’t control...
• ...but plan for all eventualities
• Small fish, big pond; big fish, small pond
• Service level agreements
• Disaster recovery plans
Loss of control

- ‘Black box’ approach
- Management overhead
  - More complex relationship
  - Planning
  - Setup, testing, project management
  - Documentation, training
  - Monitoring and feedback
  - SLA
  - Reciprocal visits
- Manage expectations…and simplify
Quality

• What is it?
  – Style
  – Language
  – Layout
  – Timeliness
  – XML

• The ‘scrutiny effect’

• The ‘hybrid temptation’
The changing face of Production

• Outsourcing is about much more than production
• Production is about much more than content
• ...and content is a shared responsibility
• Manage more, do less
• Do less, deliver more
The Future

• More consistency, standardisation
• New media
• Enriched content
• A move away from print-oriented concepts
“Well, that does it Charlie—we’ve outsourced everything.”