Fragile to Agile: Mastering the New Publishing Paradigm
Is the publishing game changing?
what didn’t we see coming?

- DTP
- Digital prepress
- Direct to plate
- Off shoring
- eReaders
- iPad
- ??????
What is a book?
What is a book?
What is a book?
How do we keep up???

WE NEED AN AGILE APPROACH TO PUBLISHING
An Agile approach to Publishing

• What is it?
• How is it different?
• Why do we need it?
Agile Content Development for All Delivery Media

Create it Once

Publish Anytime | Any Device | Any Platform

Delivery

Enterprise

Access

End User

Aptara’s Publishing Backbone

End-to-End | Seamless | Transparent for End Users

Companion Website
Mobile-based Products
Learning Aids
Image Banks
Interactivities
Animations
Assessments
Games
Case Studies
Simulations
E-learning
PDF’s
E-books
Student Resource

MS Word
InDesign
Hardcopy
Audio
Video
Same old story...what’s missing?

People

Process

Technology
Why do I need an Agile approach

- New consumer habits
- New rendering devices
- Content Centric rendering
- Bandwidth limitations
- New output formats
New consumer habits

Consumers

Content

People

Process

Technology

Content
Don’t let the display give you a black eye!

If a pre-retina magazine issue weighs in at ~300 MB, expect a retina-compatible issue to weigh ~1.5 GB.
Content-Centric VS Book-Centric Publishing
(Unbundling your content)

Content a chapter at a time

What about HTML5???

Content in Apps
• Death of the eReader, birth of the eBook

File size?

899.74MB

2009 Enhanced Editions
New Output Formats
what didn’t we see coming?

- DTP
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What Didn’t We See Coming?

- The Rise of Apple from #8 to #1 (Global 500)
  - 2011 $18.63b
  - 2012 $29.92b
  - 2012 Update - First TRILLION $ Company in the world

- File Size
  - Enhanced ePubs
  - Epub 3
    - Audio/Video etc...
  - Ipad 3/Iphone 5 “Retina Display”
    - Resolution problems?
    - “Unbundled Opportunities”

- HTML 5
An Agile Approach

- A book is no longer “just a book”

- People consume information differently

- Publishers must produce information differently

- We all must think differently!
## Aptara Overview

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<th>Inception</th>
<th>1988</th>
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| Locations         | 13 global locations  
Headquartered in Falls Church, VA |
| Ownership         | Owned by iEnergizer Limited, a publicly listed company based in London (LSE:IBPO.L) with a market capitalization of approximately USD 700 million  
Aptara has been growing and profitable every year since inception |
| Employees         | 11,000+ |
| Recognized Brand  | Large player in content transformation space. Partner to Fortune 500 customers across , Educational Publishers, Health Sciences/Pharmaceuticals, High-tech/ICT, Automotive, BFSI, Business Services etc.  
Winner of Brandon Hall Awards in 2011 “Best Learning Game” & “Best Learning Team” Awards  
Winner of the CLO Award for Social Media Portal  
Recognized as one of the 20 “Top Content Development Companies in the World” by TrainingIndustry.com 2011 |
| Key Differentials | • Focusing on the “Content Life Cycle” rather than a specific task  
  − Development, Transformation and Delivery across media formats & platforms  
• Focused on uncovering new revenue opportunities for our clients by,  
  − Enabling ‘Learning/Innovation’ & ‘Collaboration’ and  
  − Faster “Time to Market” |
Development Centers

Pune
Strength: 586 / eLearning: 435

Delhi
Strength: 3,200 / eLearning: 25+

Trivandrum
Strength: 275 / eLearning: 50

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3110 Fairview Park Drive
Suite 900
Falls Church, VA 22042

Boston, Massachusetts Office
London, UK Office
Dehradun, India Office
New Delhi, India Office
Pune, India Office
Sydney, Australia Office

Trivandrum, India Office
Thank you!

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Director New Technology
and Digital Solutions

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