

# Turnkey, Outsourced Magazine Layout & Production

## CADMUS KGL OFFSHORE MAGAZINE PRODUCTION SERVICES

### When you're ready to maximize cost-effectiveness, Cadmus KGL is your solution

In today's global economy, publishers are looking to become more global in every aspect of their publishing process. By outsourcing non-strategic functions, you can focus more time on ad sales and developing the best content for your publications. Cadmus KGL is a critical enabler of such strategic change within publishers' businesses through our extensive global expertise and capabilities.

KnowledgeWorks Global Limited (KGL) is Cadmus' wholly-owned publisher services organization located in India. Cadmus has provided content and workflow solutions for specialty and scholarly publishers for over 125 years — and globally since 2000. From first-pages to fully revised issues, to certified PDF's, Cadmus KGL provides complete magazine production workflow solutions designed to meet the unique requirements of your publication's production process.

If you're thinking of outsourcing your magazine layout and production, Cadmus KGL couples the cost-effective resources of a highly automated offshore provider with the workflow expertise required to deliver world-class results.

### WHY CADMUS KGL MAGAZINE PRODUCTION SERVICES?

#### Rely on an experienced global outsource provider

At Cadmus KGL, we offer the expertise, technology, and workflows to deliver the quality you expect, on time and on budget. Understanding that each publisher is unique in the type of workflow they prefer, Cadmus KGL has the expertise to help publishers implement an offshore model that results in significant cost savings for your layout and production processes.

Having provided global productions services since 2000, Cadmus KGL has the experience to help avoid the pitfalls of establishing a global production workflow. With established processes, proven technology and highly qualified personnel in place,



### Cadmus KGL Magazine Design Services at a glance

- Outsource non-strategic functions to increase ad selling time
- Leverage the advantages of an outsourced global workflow
- Rely on an experienced global outsource provider
- Significantly reduce layout and production costs
- Code pages in XML for archiving and retrieval
- Apply proprietary schema to aid online retrieval

we assess your requirements and help to adapt your workflow to realize the benefits of a global production platform. Let Cadmus KGL simplify the complexities of global production, streamline your processes and reduce your production costs with our well-seasoned and knowledgeable team.

### Workflows that work for you

Cadmus KGL gives publishers maximum control and flexibility over their workflows. Not only can workflows be tailored for each publisher, but they can be customized per title. If desired, a single customer can implement multiple workflows across various titles.

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Flexibility is paramount to the layout and production workflow solutions Cadmus KGL provides customers. The Cadmus KGL team assesses each publisher's requirements to determine the solution that best fits each title. A workflow is developed that focuses on speed, cost, accuracy, service or any combination of these desired goals.

### **The expertise, and the right resources**

Cadmus KGL works closely with our customers to layout and construct pages to meet their unique specifications.

Our specialized facilities in India are staffed with highly skilled production associates with extensive training and formal certification.

We have a very thorough methodology for training, knowledge transfer and quality management. We employ the best resources in the industry including a highly experienced leadership team. At a minimum, our associates are college graduates and quite a few have earned Master's Degrees and PhD's as well.

Cadmus KGL also has a pool of associates working from their homes, called Knowledge Associates or KA's. This unique model allows us to quickly scale our capacity up or down based on our customer's requirements and workload.

### **The benefits, and the ROI**

Not only will Cadmus KGL ease the challenges of implementing a global platform but we will help your organization to quickly realize significant reductions in layout and production costs. This outsourcing model permits you to minimize the in-house resources required for these tasks as well as to decrease your investment in technology, software updates and training.

### **LAYOUT AND PRODUCTION SERVICES**

Cadmus KGL provides layout and production services including positioning of text and advertising, revisions, and certified PDF's. Page layout services are available in InDesign® and Quark®, as well as 3B2 and XPP for those magazine publishers interested in taking advantage of the speed of batch pagination solutions.

### **XML CREATION SERVICES**

Simply stated, XML services make your content more accessible to your audience. We make content robust and searchable and bring efficient, timely, and flexible online opportunities.

### **Unparalleled experience and expertise**

Cadmus KGL has the expertise to handle complex information structuring and document conversion tasks. In fact, Cadmus KGL composes more than 1,000,000 pages of complex scholarly and educational content annually for the world's leading publishers.

### **Flexible XML workflows**

Our XML workflows can be tailored to provide you with coded XML files whenever and wherever they're needed in the production process — whether that's upfront for editing, at an intermediate step for online posting, or for posting and archiving completed pages. Our process of combining automated software tools and manual data entry assures the quality of the data.

### **DATA CAPTURE AND CONVERSION SERVICES**

Whether you need to convert current electronic data or archive back issues, Cadmus KGL makes your project more efficient and more cost-effective. Every day we convert and code documents from a wide range of formats and DTD's. We can code XML in the industry standard DTD or any proprietary schema, from the simple to the very complex. Our global operations convert hundreds of thousands of pages of legacy content annually. We work from existing print materials, copyedited files and most printer files to generate composed pages or XML-coded files.

### **Accuracy to the character**

Our facilities in India are ISO 9001:2000 and ISO 27001 Information Security Management Standard (ISMS) certified. Our operations focus on eliminating defects through fundamental process methodology. We are proud to say that our combination of automated software tools and manual data entry processes enable us to consistently deliver data that is up to 99.99%

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accurate—our double-check processes ensure the optimal level of accuracy to the character level. Beyond unparalleled accuracy, we also deliver some of the fastest turnaround times for data conversion projects in the industry.

### Ready to assist you

Our conversion facilities in Mumbai and Chennai in India ensure adequate resources are always ready for your project, regardless of size or complexity. Whether you are converting back issues of printed content into electronic files or looking to convert current and ongoing content for reuse on the web, we work to understand your content strategy and distribution plans and make thoughtful recommendations based on your needs. Why not put our expertise to work for you?

### NOW MORE THAN EVER, CADMUS KGL IS READY TO BE YOUR PUBLISHING PARTNER

At Cadmus KGL, experience and cost-effective production in Asia is an unbeatable formula. We offer the expertise, global production platform and scale that bring our publishing partners bottom line benefits, streamlined processes, and world-class results. Our solutions are designed to assist publishers with reducing costs, improving cycle times, and simplifying the complexities of global production.

Now, more than ever, Cadmus KGL is in position to produce globally any publication against any set of specifications—from page production, to print, to distribution. If you need an end-to-end solution or a partner to fulfill a specific task within the publishing process, we can manage the complexities so you don't have to. For more information, email [solutions@cadmus.com](mailto:solutions@cadmus.com) or visit [www.cadmus.com](http://www.cadmus.com) and [www.kwglobal.com](http://www.kwglobal.com).

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