

European Media Service Sets Stage For Future Growth

INNODATA ISOGEN CASE STUDY

Outsourcing Arrangement Enables Company to Expand into New Markets

CHALLENGE

With dozens of daily newspapers, regional publications and trade and business magazines to scan for references to client companies, the staff of a European-based media service stayed busy round-the-clock clipping, copying and forwarding hundreds of news and advertising items each month to its customer s key executives.

They also provided a value-added service by generating media analysis reports geared to help clients track public opinion or identify emerging trends. The key, however, was to turn this information around quickly and deliver it via e-mail or the Web within extremely tight deadlines two or three hours, or even as short as 15 minutes.

To meet its growth objectives, however, the company realized that it needed to expand beyond its home country. But this wasn t feasible with their current in-house staff. Hiring additional staff would consume most of the revenue generated by the expanded service. On the other hand, attempting to do the added work at current staf ng levels would impair their ability to provide fast-turnarounds and other value-added services.

SOLUTION

The rm quickly recognized that outsourcing key parts of the clipping service to a third-party provider made sense, but the rm s management team also realized that they needed to do more than just nd a low-cost service bureau. Instantly they sought to cultivate a long-term partnership with a company that shared its commitment to quality and would maintain its high level of service.

To that end, the media service chose Innodata Isogen, which has worked on some of the world s largest and most complex digitization projects. The company s Asian content manufacturing facilities, moreover, are equipped with the latest technology and experienced staff that could rapidly get up to speed and meet its customers requirements.



CHALLENGE

Expand news clipping and media analysis service outside core market

SOLUTION

Outsource key parts of news clipping service to proven digitization services provider that could do the work at a comparable quality and cost

BENEFITS

Company now poised to expand business, with reliable partner now helping them meet client expectations for accuracy and fast turnarounds

