

Reduce Editorial Costs, Improve Content Quality

INNODATA ISOGEN Solutions Sheet

Innodata Isogen... a Leader in Editorial Services Outsourcing

For almost 15 years, Innodata Isogen has helped many of the world's leading publishers reduce editorial costs, maintain and safeguard the quality of standards and add value through richer features and functionality.

The bottom line? We've helped our editorial services clients reduce costs on average by 40% to 70%.

In addition, we've built on the accumulated experience of dozens of outsourcing relationships with leading publishers to develop methodologies that ensure that we deliver high-value editorial and content enhancement services.

Innodata Isogen's editorial services teams are now embedded in the production supply chains of dozens of leading publishing companies, augmenting their capabilities to handle ever increasing workloads.

QUALITY AND CONSISTENCY

Over the years, Innodata Isogen has developed a painstaking approach that covers each phase of the transition process, with a special emphasis on these critical components:

Knowledge Transfer

A documented set of rigorous guidelines and protocols to ensure the smooth transition of outsourced editorial processes and responsibilities.

Standards and Style Documentation

A structured discovery and definition phase that yields documented editorial standards and style requirements.

BRAINPOWER ON DEMAND

Our editorial specialists are Subject Matter Experts in science, medicine, finance, law, accounting and a wide range of other disciplines.

This large pool of skilled editorial talent can create consistent, high-quality content, and deliver major productivity gains. We tailor our relationship so that you can rapidly ramp up resources in response to market demand, offering economies of scale that help you better manage and reduce costs. As an added bonus, you are now free to re-deploy your organization's most valued editorial resources toward other strategic assignments.



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OUR OUTSOURCED EDITORIAL SERVICES INCLUDE

Abstracting — With more than 500 Subject Matter Experts (SMEs), Innodata Isogen is the largest provider of outsourced abstracting services in the world. Each SME is a domain expert with mastery of a specialized discipline, including law, medicine, science and engineering.

Indexing — Organizing the massive amounts of data on the Internet and in private data repositories is an enormous task, one that will only intensify for publishers and other content-rich organizations. We can craft intelligent, rules-based indexing approaches that create multiple pathways to your content — improving access, utility and the overall user experience.

Copy Editing — Our team of copy editors can help your organization become more efficient and attain higher levels of editorial excellence. Our subject matter experts can edit journal manuscripts and other material in a wide range of scientific and technical topics. We perform basic copy editing, check facts and grammatical errors and even work with the author to help them improve the original material.

Writing and Editing — We can also provide extra resources for ongoing editorial projects by creating content such as fact sheets, reports, reviews, short articles or blurbs that enable you to fill your pipeline with additional material that can help you generate more revenue or expand your value proposition.

Content Creation and Enhancement — We have teams of highly skilled graphics designers who work with programs like Flash, Shockwave and Photoshop to create illustrations, tables and charts that can transform your static text-based material into dynamic, interactive and visually compelling content.

Research and Data Mining — We've created teams of Subject Matter Experts who are trained in advanced research techniques and technologies. Working with documented client guidelines, they discover, extract, normalize, interpret and integrate information that can help you achieve your key research objectives.

ABOUT INNODATA ISOGEN

Innodata Isogen provides business services that help organizations create, manage, use and distribute information more effectively and economically. Innodata Isogen provides outsourced content services and content-related information technology (IT) professional services.

Innodata Isogen is headquartered in Hackensack, New Jersey, just outside of New York City. It has two additional solution centers in North America, seven production facilities in Asia (the Philippines, India and Sri Lanka) and a technology and tools development center in India.



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FIND OUT MORE

Learn how our solutions can help your company achieve success, talk to an Innodata Isogen representative today

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