

Product Development and Content Manufacturing

Gain a Competitive Advantage and Succeed

INNODATA ISOGEN Solutions Sheet

PUBLISHING • MEDIA • INFORMATION SERVICES

Professional publishers are well aware of the pace and nature of change in their business. While compelling content remains the driving force, the revolution in technology is opening up new ways to gather, package and present information products to customers.

And customers themselves have changed. As more options emerge, they are increasingly willing to turn to new content sources and formats, from blogs to mash-ups to eBooks.

Increasingly, information consumers expect both depth and breadth - on-demand and at a low cost.

This brutal paradox is a fact of life for all publishers and information service providers. Innodata Isogen can help you overcome this challenge. Our knowledge services teams create compelling content that helps you meet the needs of diverse customer sets. And by working with us you can lower your operating and product development costs.

We can help you:

- Index and structure your content so that it can be searched easily, and not just for text, but also for images, sound or video
- Deploy authoring and production systems that support single-source publishing
- Streamline workflows to help you keep pace with ever-shortening lead times between content creation and publication

The bottom line is you need to get the most out of your product development and manufacturing spending — and field compelling and innovative products.

To succeed, however, you must have an accomplished product development partner. You need one that can help you create content, enhance existing products and devise content delivery strategies that enable you to bring products to market quicker and more cost-effectively.

In other words, Innodata Isogen.

CONTENT-FOCUSED KNOWLEDGE SERVICES

We support all phases of the publishing lifecycle. With our unique perspective on the publishing marketplace, we can help you launch a new product from scratch or introduce improvements to existing processes and offerings.



Capitalize on the unprecedented changes in the publishing industry to gain competitive advantage through innovative, economical, and efficient ways of creating, enhancing and delivering content.

SELECT KPO SERVICES:

- Authoring and content creation
- Editorial services
- Abstracting and indexing
- Research and analysis
- Digitization and imaging
- Data conversion
- Systems engineering
- Composition

Improve the way you create, manage and distribute information



ATRUSTED PARTNER FOR PRODUCT DEVELOPMENT

With close to two decades of experience in digital content and publishing, we've worked closely with many of the world's largest and most influential publishers, media and information service companies.

Here are just a few examples of our recent engagements:

- When an information services provider sought to add a new legal product offering to their product line, we helped them develop the new product, provision it with customized content and build a new electronic delivery system. The company saved nearly 40% in product development costs by avoiding the expenses of ramping up their own staff.
- We helped a major online book retailer devise a seamless way to display sample book content to potential customers online. We also helped them create the product for sale online, digitizing and converting tens of millions of pages from more than 500,000 books.
- A major international publisher that wanted to establish a virtual library for millions of science, technology, and medical articles asked us to index the articles and create meaningful links with text and graphics that gave their readers — doctors, scientists and researchers — access to a world-class medical research library.

WHY PARTNER WITH INNODATA ISOGEN?

Innodata Isogen's deep understanding of emerging and time-tested publishing technologies, tools and standards enables us to deliver services and solutions that help you expedite time to market — while keeping your costs in line. Establishing a partnership early in the product life cycle also means that we can design a targeted solution that sets you on course quickly and helps you avoid costly missteps.

Another factor to consider is the rapid rate of change in publishing technologies and delivery strategies. We keep up with these aspects of the industry and let you focus on your business: acquiring the best content while meeting and exceeding customer expectations.

GLOBAL LEADER IN KNOWLEDGE PROCESS OUTSOURCING

We're a leading provider of knowledge process outsourcing services, with dedicated teams of scientists, doctors and lawyers, more than 1,500 subject matter experts in all. Armed with in-depth domain expertise of complex technical material, our subject matter experts have become an extended part of our clients' own work teams, helping them enhance and create abstracts, edit scientific manuscripts and also research and analyze legal briefs.



FIND OUT MORE

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

CONTACT US

Innodata Isogen
Three University Plaza
Hackensack NJ 07601
US (201) 371-2828
UK 0808-234-7225
France 0800-91-0485
Germany 0800-182-5049
Netherlands 0800-022-7251
Sweden 020-79-9779
solutions@innodata-isogen.com
www.innodata-isogen.com