

Content Management System

Single Source, Multiple Output Publishing

Erudition's Content Management System (CMS) enables the creation, management and publication of content to multiple output formats from a single source. It provides publishers and content owners of all sizes with a cost effective, bespoke solution for significantly reducing the timescales, cost and complexity of publishing to print, digital and enhanced formats.



Key Features

Single source, multiple outputs

Publish high-quality outputs to print and a range of digital formats from a single XML source

Content object architecture

Reuse and repurpose content objects or components with a granular, hierarchical content structure

XML-first workflow

Create, manage and publish XML-based content using familiar tools such as MS Word

Automation

Use automated features to generate content from imported data, format content for different output channels and to populate templates from existing content

Enhanced content, interactive functionality

Produce enhanced editions with multimedia content and interactive functionality alongside print and static editions

Customisable

Get the right fit for your organisation with a tailor-made solution based on a flexible framework of product components

Benefits

REDUCE COSTS, INCREASE EFFICIENCY

- Automated functionality reduces authoring and layout or production costs.
- Single source, multiple output publishing reduces in-house or outsourced production costs.
- Content reuse and workflow functionality saves time in the authoring, proofing and editorial processes.

FUTURE-PROOF DIGITAL PUBLISHING CAPABILITY

- Create content purpose-built for digital consumption with an in-house digital production capability.
- Reach a larger audience with minimal effort by publishing efficiently to a wider range of formats.
- Go beyond static editions with enhanced content and interactive functionality.
- Be ready to respond to future market developments with a platform and architecture capable of supporting new formats (and requirements) as they emerge.

SIGNIFICANT ROI

- Implement a bespoke solution quickly and cost effectively using a flexible framework of tried and tested components developed for Erudition.
- Minimise the risk and disruption associated with adoption of new systems through functionality purpose-built by a publisher and the usage of familiar tools (e.g. MS Word).

Example Use Cases



University of South Africa
Publishing a range of learning and marketing materials to web and to print



University of Stellenbosch
Publishing complex academic offering information in multiple languages to print, web and mobile formats



HarperCollins
Import legacy content and publish interactive, web-based eBooks for Collins Gems reference titles

Case Study: *Practising The Piano*

The CMS has been used by Erudition to produce a growing number of enhanced, interactive publications featuring a wide range of topics. The first publication series, *Practising the Piano*, demonstrated that, by reducing production costs and timescales, the CMS is capable of making it commercially viable to produce enhanced, interactive publications for a niche audience.

Results

- **Fast turn-around:** <2 week production turn-around on each series instalment
- **Premium value:** Average customer spend >£22 and rising
- **Commercially viable:** Breakeven <250 copies (Breakeven took less than a month for third instalment)

How It Works

AUTHORING



Content is authored and given structure in familiar tools such as MS Word



Content can also be generated automatically from imported, structured data



Multimedia content and data for interactive widgets can be added for use in enhanced digital editions

PUBLISHING



Print Output

Publish directly in a printable output e.g. RTF, PDF or to formats which can be refined via DTP processes



Web/HTML

Output HTML which can be browsed and searched as part of a stand-alone website or integrated with existing sites



ePub

Publish to digital / eBook formats including ePub 2, 3, iBooks and .Mobi (Kindle)



Future & Custom

Support future formats as they emerge and generate custom outputs for integration with other databases and apps

CONTENT MANAGEMENT

Content Repository



Content Structure



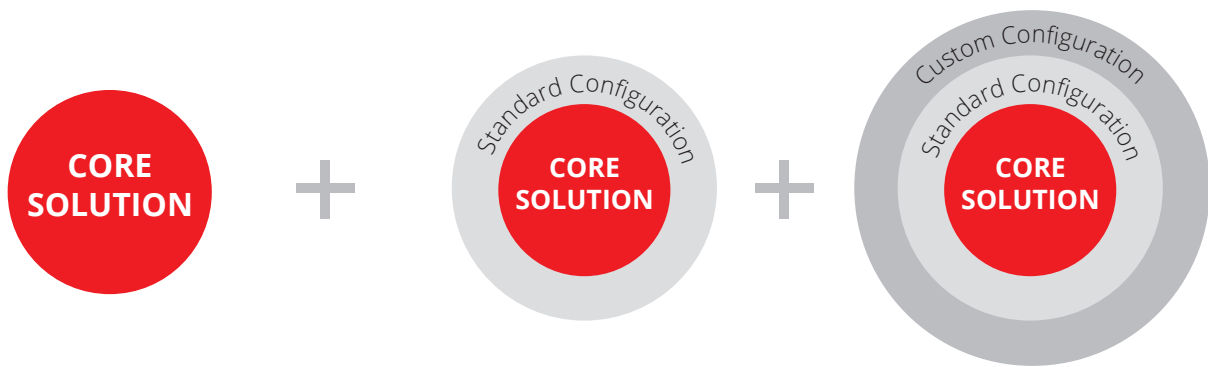
Content is unbundled into granular content objects which are managed in an output agnostic, hierarchical structure

Edition



Content is either published in its existing structure or re-arranged and compiled to create new editions

Custom Solution Development



Core platform components providing content storage, tagging, management, workflow and publishing functionality

Standard configuration components e.g. template libraries, widgets and style sheets which provide “out of the box” authoring and publishing functionality

New configuration components or modifications of standard components to fulfil specific client requirements

Cost effective, tailor-made solution



Gather requirements

We provide free initial requirements consultations, which include a demonstration of the CMS functionality and a review of your existing content, processes and publishing requirements. Opportunities for a pilot which will demonstrate how the CMS could be applied within your organisation will also be identified collaboratively.

Pilot project




The CMS is effectively a framework which enables us to quickly deliver customised solutions of limited scope which demonstrate immediate value using selections of your content and publications without significant investment or effort. Many pilots are effectively complete stand-alone solutions but can also provide detailed requirements and a foundation for the purposes of an extended roll-out.

Roll-out

Following a successful pilot, the CMS can be rolled-out within your organisation “as is” or with a few further refinements. The scope of the implementation can also be extended to more content and publications incrementally.

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