

The Reed Technology Editorial and Production System

*A New Chapter in Effective
Publication Management*



Reed Technology and Information Services
A member of the Reed Elsevier plc group

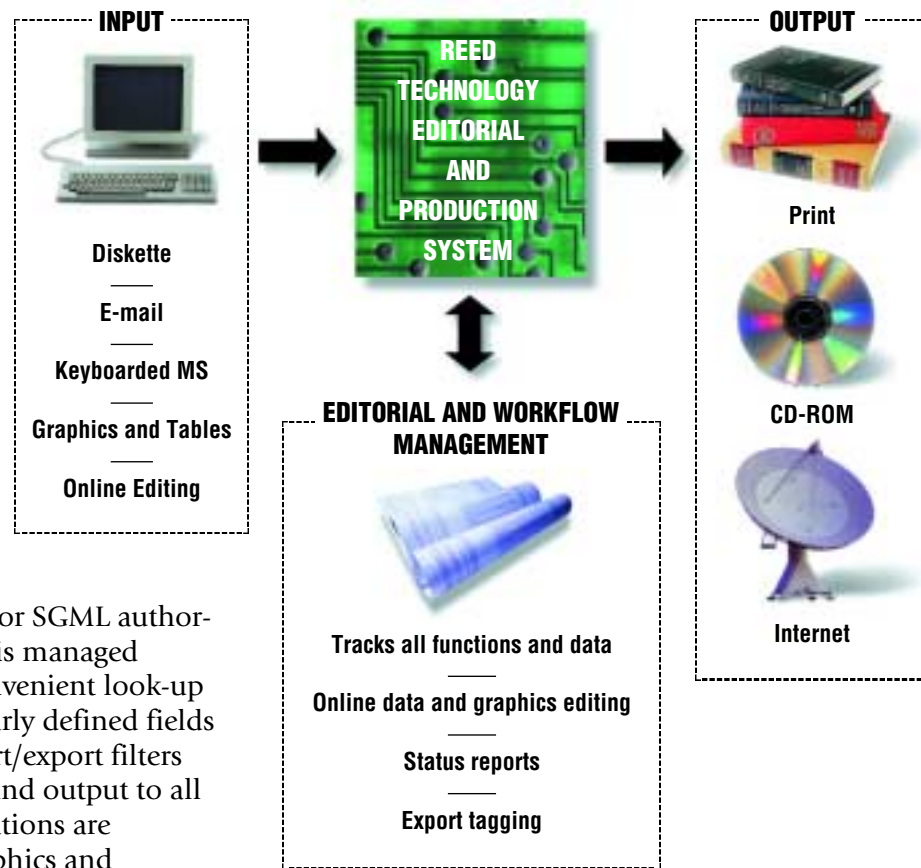
Fulfilling the Promise of Computerized Editorial Systems.

From its beginning, computerization has made publications more productive. But implementation has been piecemeal, so that today publishers are often using several disparate systems that don't communicate. These represent a barrier to achieving the next quantum improvement in productivity—and the cost savings required in today's business environment.

Now Reed Technology and Information Services introduces effective publication management—a fully featured solution that can be used by any publisher of books, journals or newsletters to streamline and automate the editorial and production processes. Here, at last, is a complete, easily deployed system that provides everything—multimedia content management, a strong workflow tracking component and release capabilities for electronic and print media.

A Fully Integrated Solution...

The *Editorial and Production System* organizes all editorial and workflow information in a single comprehensive database. It operates as an intranet application and uses a popular browser interface to simplify access and navigation. Depending on your requirements, the system integrates word-processing or SGML authoring tools for text editing. Fielded data is managed through custom screen forms with convenient look-up boxes for tabular information and clearly defined fields for working with data elements. Import/export filters enable the use of existing digital files and output to all media. In addition, third-party applications are integrated to handle spreadsheets, graphics and multimedia objects.



The *Editorial and Production System* is part of a comprehensive approach to publication management and delivery. It is designed to provide fail-safe security for your editorial content and enable its delivery to multiple media. Based on Reed Technology's 30-years' publishing experience, the system is inherently flexible and can accommodate the specific demands of your publication's content and workflow.

For Increasing Productivity and Publication Throughput.

Reduces Production Costs

Automating repetitive tasks and simplifying access to information helps staff members work more effectively. With the Reed Technology system, editorial and production departments can typically take more projects to completion without staffing up.

Improves Product Quality

Extensive data validation and improved management tools reduce processing errors and greatly simplify workflow tracking. Standard and ad hoc reports provide comprehensive information for monitoring quality and keeping publications on schedule and budget.

Expedites Product Development

The *Editorial and Production System* database is expressly engineered to facilitate the repurposing of content to electronic and print media. This—and the fact that the system enables people to do more, quickly—expedites the process of bringing new publications successfully online.

Effective Publication Management Facilitates Tasks at All Stages of the Editorial and Production Cycle.

Real-time Editing of Content

- Manages fielded data through well-organized custom interfaces and uses data validation techniques to reduce errors and rework
- Uses familiar desktop applications for SGML, HTML and ASCII text editing

Copyright and Permissions Management

- Handles all administrative tasks and data related to publishing rights
- Generates permissions letters, tracks responses and triggers followup

Workflow Management

- Supports the collaboration of editorial staff with internal and external contributors
- Provides management information for optimizing production processes

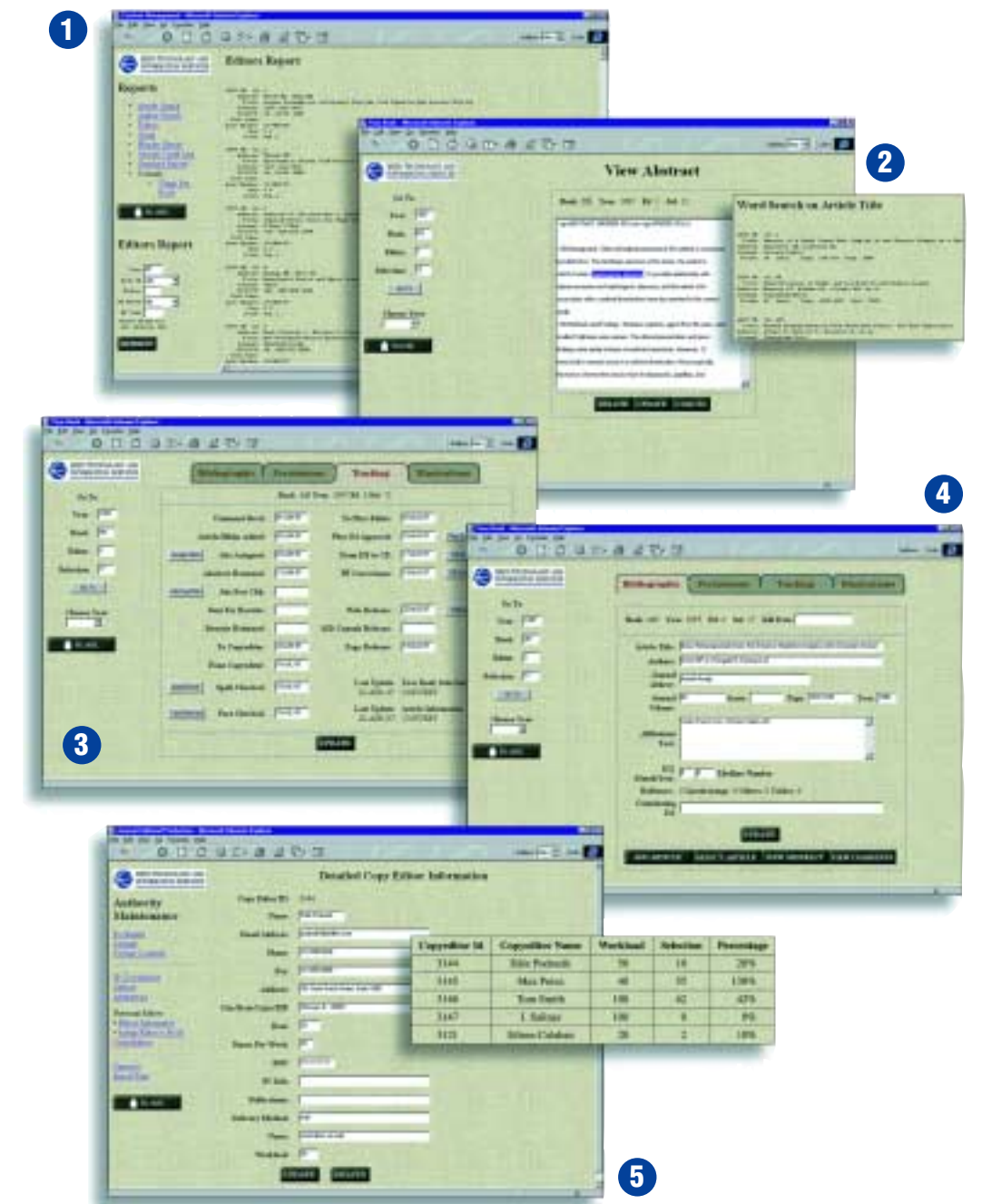
Production Management

- Tracks editorial processes; provides standard and user-controlled status reports
- Facilitates release of material to electronic and print media

Data Archiving and Export

- Maintains content versions at predetermined publishing milestones
- Supports secure archiving of data files; multiple export options include HTML and SGML

Automated Control of All Content and Tracking Information.



1 Editorial, production and status reports can be viewed, printed or archived. A flexible reporting module lets editors access information as needed to meet publishing deadlines and maintain consistent high levels of quality.

2 The content database can be searched by title, subject, author or keyword, generating a list of articles. Each entry in the results list is linked to its respective article record, abstract and full-text version. The system supports online editing, and allows users to view illustrations and artwork from the article.

3 Informative tracking screens expedite assigning articles, checking status and managing workflows efficiently. Convenient tabbed panels provide easy access to all major information categories. Users can choose to navigate using toolbar commands or function keys.

4 The *Editorial and Production System* database is structured to meet specific requirements. This is an example of a bibliographic table used to create a publication containing contributed material. A separate permissions module automatically issues and tracks permission letters. After searching the database, all relevant articles are extracted in the defined sequence for printing or release to electronic media.

5 The *Editorial and Production System* simplifies working with editorial personnel by maintaining detailed records and tracking work signed out. Based on this information, the system automatically makes best-guess copyediting assignments, subject to supervisory override or release.

Reed Technology. You Have Information. We Deliver.

Reed Technology and Information Services, an operating unit of Lexis-Nexis and member of the Reed Elsevier plc group, is a leading provider of information technology solutions and one of the largest organizations specializing in database management and information delivery systems.

Reed Technology's worldwide headquarters is an 80,000 square foot facility in Horsham, PA. Onsite facilities include a state-of-the-art development lab, an environmentally controlled data center with enterprise server and numerous UNIX and NT database and application servers, a network infrastructure with fiber-optic backbone, and dedicated high-speed telecommunications interfaces with major client facilities and the Internet.



Editorial and Production System teams represent all necessary areas of expertise. Developer skills range from basic programming through higher-level languages and application-specific expertise. Both project and account managers have extensive experience in implementing electronic publishing technologies to meet client needs and objectives.

Having developed advanced solutions for leading publishers and information providers, we understand the unique challenges posed by rapidly evolving technologies in an intensively competitive marketplace. Our experience assures you of an information management system with long-term functionality, a state-of-the-art tool for leveraging the value of your content and editorial resources.

These services and capabilities are available either separately or as part of a full-scale Editorial and Production System:

- SGML Consultation
- Strategic Planning for SGML Migration
- DTD Development
- Legacy Data Conversion
- Systems Integration and Installation



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