



STM Publisher offers improved customer experience and reduces turnaround time with Intelligent Content Technology

Ictect Case Study Series

Summary

Country or Region: United States

Industry: Publishing

Customer Profile

ScholarOne is part of one of the largest Information Management businesses in the United States. It provides web-based submission and peer review workflow solutions for scholarly publishers of journals, meeting abstracts, and conference proceedings.

Business Situation

ScholarOne needed to improve customer experience and reduce turnaround time for publishing the First Edition.

Solution

With a specific XML Schema developed to follow the journal guidelines and with the Intelligent Content Technology, ScholarOne was able to automate the analysis of documents. With the solution, the submission process was reduced from several-pages of information entry to as little as one page.

Benefits

The project led to improvement in customer experience, as well as reduced turnaround time for publishing.

Technology Enablers

- Microsoft® Word
- Intelligent Content Plug-In
- Adobe PDF Distiller

Automating quality control with an XML architecture

When ScholarOne, a provider of Web-based workflow solutions to scholarly societies, sought to improve customer experience and reduce turnaround time, it selected the Intelligent Content Technology.

A pilot project with one of its customers revealed that it was possible to improve the customer experience and simultaneously reduce turn-around time.

One of the primary key success factors – the Intelligent Content Technology.

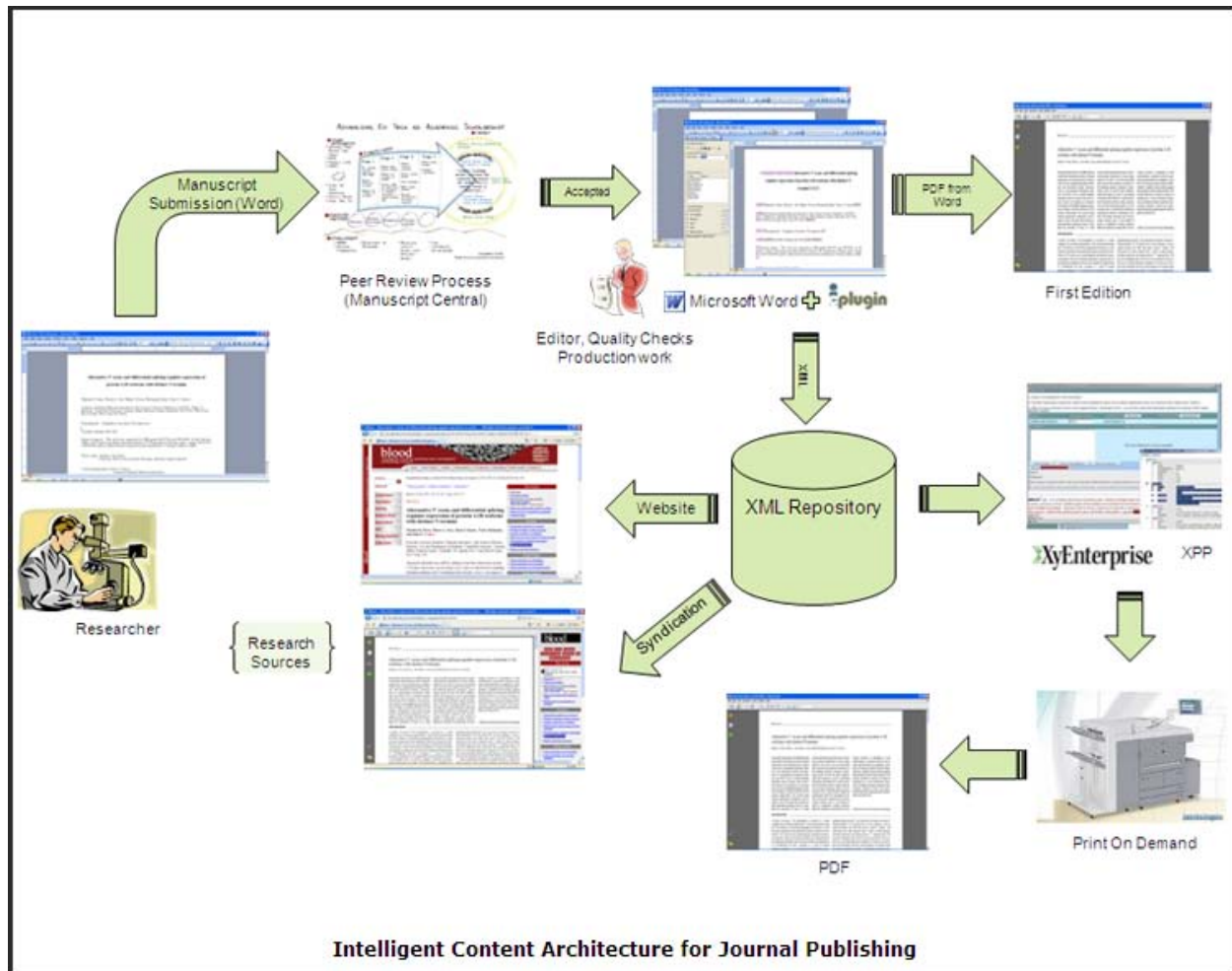
Business Situation

ScholarOne provides web-based submission and peer review workflow solutions for scholarly publishers of journals, meeting abstracts, and conference proceedings. Researchers around the world use ScholarOne web-based system for submission of their manuscripts for publication in various scholarly journals. The prestigious journals have their professional publication guidelines and requirements. ScholarOne offers information solutions to its customers in every stage of the process.

While the time from acceptance to publishing is usually several weeks to months, ScholarOne publishes a First Edition of the accepted articles for online access only. Researchers and Journal Publishers expected the First Edition to be published within a short period of time from acceptance, and follow professional publication styles as much as possible. At the same time, authors needed improved experience in collaborating on documents during the publication process.

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Solution

After extensive research, ScholarOne sought to use XML to meet both its objectives – the publishing of First Edition and to improve the customer experience. While the use of XML in publishing processes is common, it is often used toward the end of the process when the content is finalized. Using XML for process improvement wasn't easy, and ScholarOne decided to commence a Pilot project with one of its customers.

In the Pilot project, ScholarOne sought to automate the identification of metadata from the submitted manuscript. Correct identification of metadata could reduce the submission process from filling out seven-pages of information to simply confirming that the system identified metadata was correct (or correcting it if it wasn't correct).

Secondly, ScholarOne looked for a technology that could identify where the manuscript deviated from the publisher's guidelines.

They found both the features in the Intelligent Content Plug-In product. Intelligent Content Plug-In could automate the analysis of submitted documents, and add XML markup based on an XML Schema developed for the journal. During XML markup, the Intelligent Content Plug-In also identifies parts of the document that deviate from the journal styles. After extensive analysis, ScholarOne selected the Intelligent Content Plug-In for the pilot project. The project team developed an XML Schema and configured icPlugIn for automated analysis of submitted manuscripts.

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Benefits

ScholarOne reported improved communication with customers, and reduced turnaround time for publishing of the First Edition.

For More Information

For more information about Ictect products and services, call 262-898-7568 or visit the Web site at: www.ictect.com

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