



# YOUR DIGITAL TRANSFORMATION JOURNEY



# MAPPING YOUR JOURNEY

STANDING STILL IS NOT AN OPTION

THE ROLE OF THE PUBLISHER IS EVOLVING BEYOND ALL RECOGNITION. BUSINESSES ARE BEING DISRUPTED BY CHANGING USER EXPECTATIONS, NEW COMPETITORS AND TECHNOLOGIES THAT COULD NEVER HAVE BEEN ENVISAGED A DECADE AGO.

Some might not even think of themselves as “publishers” anymore, preferring to focus upon their mission statement: be it furthering knowledge, delivering learning, entertaining consumers or providing information services.

Success now depends upon meeting challenges head on and seeking ways to work more **flexibly** and **efficiently**, **speed time-to-market** and **create new revenue opportunities**.



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## MEETING YOUR PUBLISHING GOALS

### IMPROVE MARGINS

INCREASE PACE OF UPDATES / RELEASES

FREQUENT UPDATES PROTECTS PRICE POINTS

IMPROVE PUBLISHING PROCESSES AND EFFICIENCIES

STREAMLINE AUTHORIZING / EDITORIAL / DESIGN INCREASE THROUGHPUT

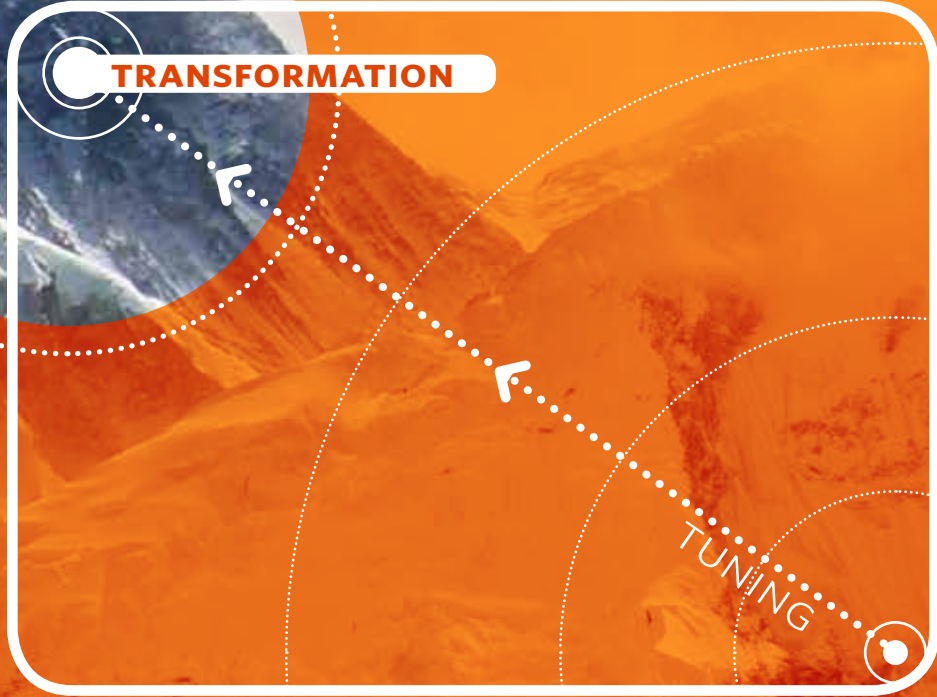
### INCREASE REVENUES

INCREASE REVENUE FROM EXISTING CONTENT

NEW MARKETS  
NEW CHANNELS  
NEW REVENUE MODELS  
MORE FREQUENT UPDATES

NEW PRODUCTS (LOW COST & FAST TRIALING)

RE-PACKAGING OF CONTENT  
MORE NICHE OPPORTUNITIES AVAILABLE



**TRANSFORMATION**

ORGANIZATIONAL  
LEVEL

BUSINESS UNIT  
LEVEL

DEPARTMENT  
LEVEL


TUNING

STRATEGIC

INCREMENTAL

# THE LANDSCAPE AROUND YOU

## UNDERSTANDING YOUR TERRAIN



THE VAST AND CONSTANTLY SHIFTING LANDSCAPE OF INFORMATION AND CONTENT PUBLISHING MEANS THAT EVERYONE'S JOURNEY IS A LITTLE DIFFERENT.

The destination is the same: your aim is to become a digitally-driven content publisher, with the agility and flexibility to succeed in a changing world.

Migrating to digital is not enough; a transformation of people, processes and technology is required to establish a foundation from which you have the ability to respond to new demands.

“Ixxus are helping us in that transitional stage and have been able to offer great expertise in change management and transformation projects.”

RUSSELL WATTS, PROJECT MANAGER, DK



# WE ARE YOUR GUIDE

## REAL-WORLD INSIGHT

TO NAVIGATE YOUR WAY IN DIFFICULT CONDITIONS,  
YOU NEED AN EXPERIENCED GUIDE THAT YOU  
KNOW YOU CAN TRUST.

Ixxus is a leading global provider of publishing solutions that reinvent the way organizations work with content to drive new revenues and enhance market agility. With roots in both traditional and digital publishing, we deliver award-winning, collaborative solutions that accelerate digital transformation and create competitive advantage.

Partnering with some of the world's largest publishers, we are uniquely positioned to provide a real-world view and strategic insight.

**PEARSON**

**OXFORD**  
UNIVERSITY PRESS

"They understood the publishing process and the challenges that modern publishers face going through their transformations."

**Ernst Kallus, Director for Product Transformation, Pearson**

"Ixxus... [has] contributed greatly and will continue to be an important partner in our digital transformation program."

**Kate Granville, Technology Director of Oxford Education, OUP**

 **CENGAGE**  
Learning

 **Taylor & Francis**  
Taylor & Francis Group

"The Cengage Content Management System (CCMS) brought together a strong and talented team of internal experts and key Ixxus partners to deliver a world-class solution in less than six months."

**Andrea Kudzia, Executive Director of Digital Data Management Services, Cengage**

"Ixxus [is] providing first-line support, transformational expertise and content consultancy."

**Philip Jones, Technical Lead, Taylor & Francis**

# NAVIGATING CHANGE

## ADAPTING TO YOUR ENVIRONMENT

TO NAVIGATE THE EVER-SHIFTING DIGITAL LANDSCAPE, PUBLISHERS NEED TO ENSURE THAT THEY ARE **FLEXIBLE AND ADAPTIVE**.

THAT GOES NOT ONLY FOR CONTENT, BUT FOR ORGANIZATIONAL MINDSET AS A WHOLE. WHAT IS NEEDED IS A FUNDAMENTAL CHANGE IN THINKING ABOUT CONTENT AND A SHIFT IN PROCESSES AND APPROACHES TO DELIVERING THAT CONTENT. THAT MEANS **THINKING AGILE**.

### **AGILE ORGANIZATION**

#### **ADAPTIVE**

- Flexible and ready for change

#### **GROWING**

- Seeking new ways to differentiate

#### **INNOVATIVE**

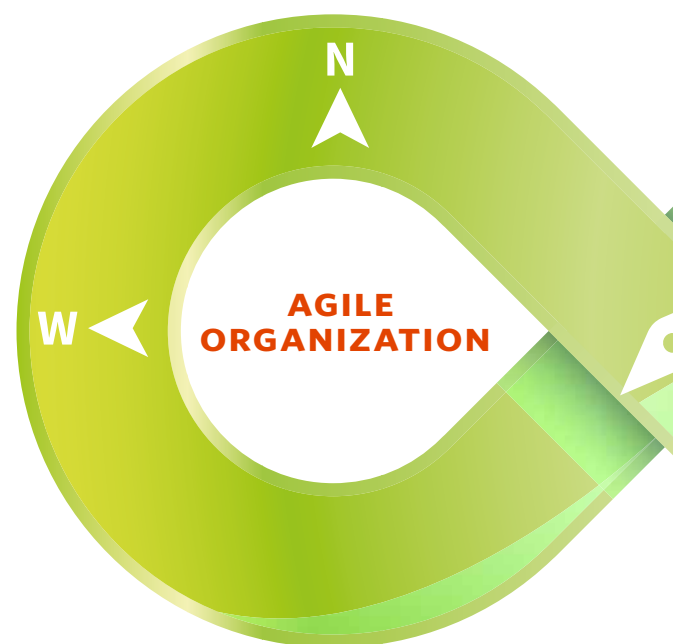
- Proactive (rather than reactive) product creation

#### **LEAN**


- Efficiency is valued across the organization

#### **EXPECTANT**

- Always assuming change





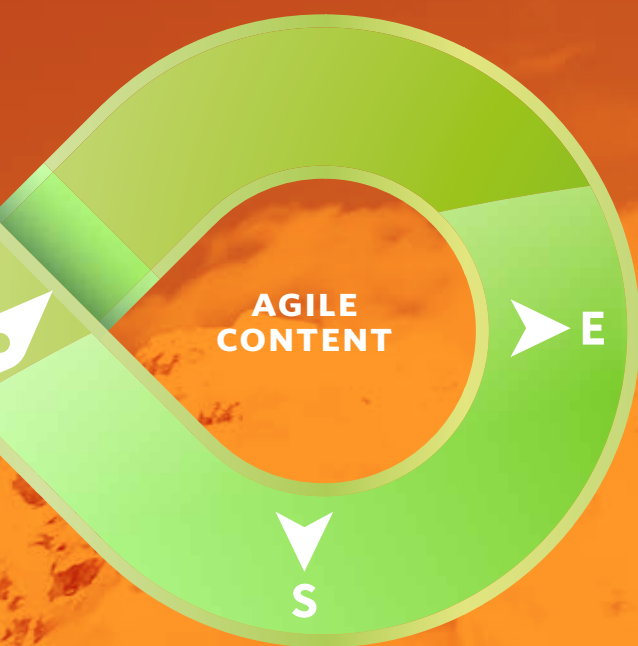


**“Agile is a state of mind, and so is iterative production. We simply have to forget about finished products, since even the Oxford English Dictionary is a work in daily progress online.”**

DAVID WORLOCK, CO-CHAIR, OUTSELL

By recognizing that the only certainty is change, you can maximize your ability to respond to industry fluctuations by ensuring that your organization is able to act quickly and responsively. That means embedding flexible, digital thinking in everything that you do, as well as changing the way your organization is structured.

It also means that you stop thinking about static products, and instead view your content as something dynamic and alive, which can be used in multiple different ways. In order to maximize the lifetime value of your content, agility needs to be built in from the very beginning. With the consumer at the heart of everything you do, your focus should now be upon providing consumer-centric content and services.



## **AGILE CONTENT**

### **A**CCESIBLE

- Content should be discoverable, portable and open

### **G**RANULAR

- Bitesize content pieces can be easily reused and reassembled to create new products

### **I**NTERACTIVE

- Content should be engaging, constantly evolving to incorporate new media and technologies

### **L**INKED

- Linking content to other relevant information enhances value

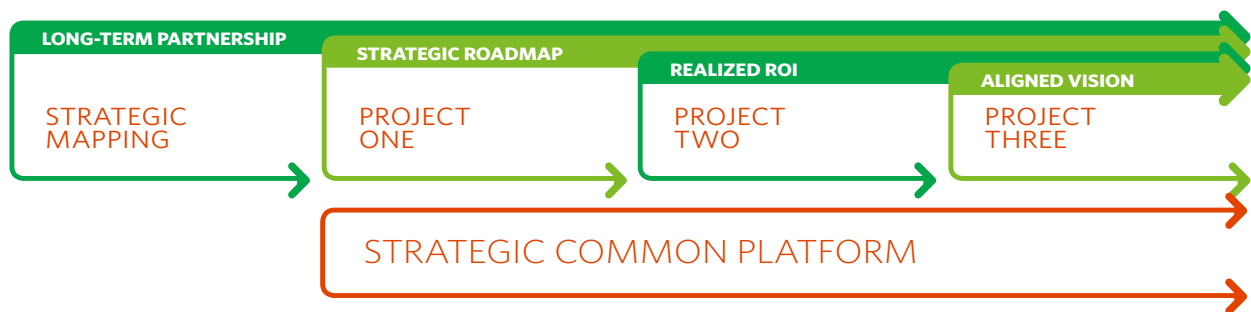
### **E**NRICHED

- Decorated, relevant, reusable, referenced

# HOW IXXUS CAN HELP

## SETTING OUT A ROADMAP FOR CHANGE

BECOMING AN AGILE, DIGITALLY-DRIVEN ORGANIZATION DOESN'T HAPPEN OVERNIGHT. IT REQUIRES A COMMITMENT TO CHANGE THROUGHOUT THE ORGANIZATION, ENSURING A BUSINESS THAT IS CUSTOMER-LED, FAST-TO-MARKET AND READY FOR THE FUTURE.



We work with you in mapping your digital journey, concentrating on your strategic requirements without losing sight of your final destination.

Through our Strategic Mapping process, we work alongside you to define and prioritize your journey, developing a three-year roadmap across people, process and technology that will equip you to navigate the changing landscape of publishing.

If you would like to find out more about how Ixxus can help your organization navigate its digital transformation journey, please get in touch.

You can also read more about our **Five Steps to Digital Transformation**, designed as a guide to signpost you on your journey to becoming an agile content publisher.

**“There’s no point in getting hung up on what the world will look like in 5-10 years. You’ve got to stay nimble and adaptable and respond on a year-by-year basis. Really it’s just adaptability and responsiveness.”**

IAN BANNERMAN, MANAGING DIRECTOR, TAYLOR & FRANCIS

### **IXXUS STRATEGIC MAPPING**

- Business Strategy
- Product Strategy
- Services Strategy
- Content Strategy
- Format Strategy
- Change Strategy

### **IXXUS PROJECT DELIVERY**

- Discovery
- Deployment
- Design
- Development
- Support



# YOUR DIGITAL TRANSFORMATION JOURNEY

## CONTACT US

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## SOME OF OUR CLIENTS

