



FIVE STEPS TO DIGITAL TRANSFORMATION



YOUR FIVE STEPS

TO DIGITAL TRANSFORMATION

YOUR CONTENT IS YOUR MOST VALUABLE ASSET; IT'S WHAT SITS AT THE CORE OF YOUR BUSINESS, AND WHAT MAKES YOU UNIQUE. IN ORDER TO MAXIMIZE THE LIFETIME VALUE OF YOUR CONTENT, AGILITY NEEDS TO BE BUILT IN FROM THE VERY BEGINNING.

Ixxus works with you to map, define and prioritize your Digital Transformation Journey. Our Five Steps are designed as a guide or series of pointers, signposting you on your way toward truly agile content.

Rather than focusing on end-product, agile content instead thinks of content as DNA: dynamic building-blocks which can be recycled, recombined and repurposed.

One piece of content can go on to become part of an eBook, a webpage, an interactive app, an insight and data service, a dedicated research platform, a personalized news feed: the possibilities are endless. It is the ability to find and reuse content which is key to getting the maximum value from your assets.





STORE

DISCOVER

COLLABORATE

GRANULARIZE

ENRICH

CONTENT MODELING & STRATEGY

Your content model determines how you define, describe, disseminate and discuss your content, both inside and outside your organization. Getting the model right from the start will give you a solid foundation to efficiently and effectively ingest, manage and distribute your content.

We have defined and streamlined complex content models for some of the world's largest publishers, including Pearson, Cengage Learning and Taylor & Francis.

BIG DATA

We work with proven technologies such as MarkLogic, Apache Solr and ElasticSearch for huge-scale distributed indexing of Big Data archives and federated repositories.

Our solutions are flexible, scalable and robust: so you'll always be able to find what you need, when you need it - no matter how big your content stores grow.



STORE

INCREASE CONTENT ACCESS, CONTROL AND SCALABILITY

WE LIVE IN AN INCREASINGLY RICH MEDIA AGE, WHERE CONTENT HAS EXPANDED TO INCLUDE VIDEO, AUDIO, PDF AND A HOST OF OTHER FORMATS.

Ensuring that all your content is managed and maintained centrally in a scalable, accessible platform is critical to maximizing its value.

Being able to access stored content from different locations and devices enables collaboration throughout organizations, allowing workers to be more productive.

And with everything in the same place, it is easier to keep control of your intellectual property and products, streamlining rights management and making day-to-day working much more efficient.

OXFORD
UNIVERSITY PRESS

“ This is one of the biggest technology projects in OUP’s history, and I am immensely proud to see the platform now rolling out across the organization. I have been impressed by the professionalism of the Ixxus team. They have contributed greatly and will continue to be an important partner in our digital transformation program.”

KATE GRANVILLE, TECHNOLOGY DIRECTOR OF OXFORD EDUCATION,
OXFORD UNIVERSITY PRESS

DISCOVER

FIND WHAT YOU WANT WHEN
YOU WANT IT



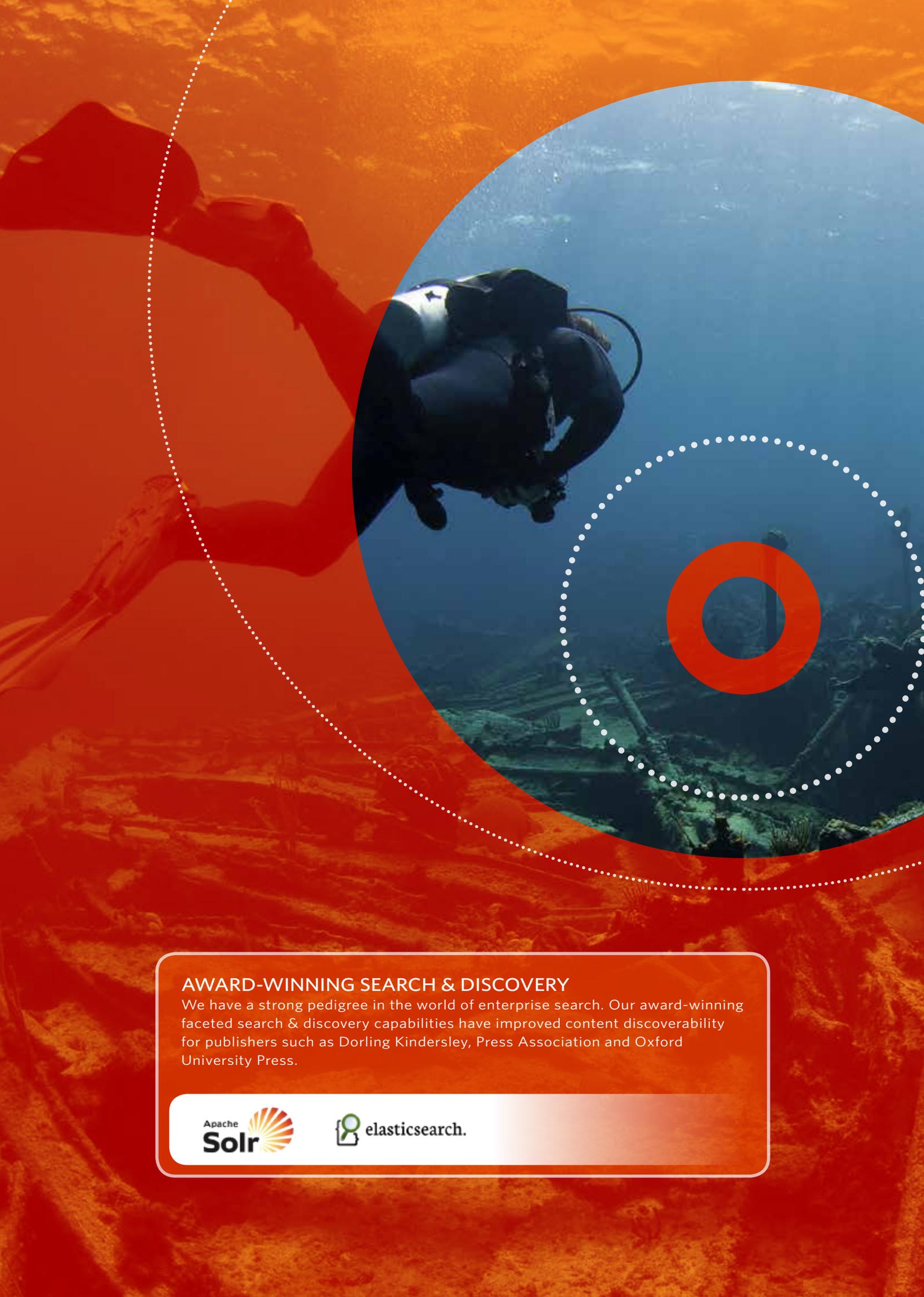
INCORPORATING POWERFUL SEARCH AND DISCOVERY TOOLS INTO YOUR CONTENT ENVIRONMENT IS AN ESSENTIAL PART OF DEVELOPING CONTENT AGILITY.

A study by IDC showed that “an enterprise with 1000 knowledge workers wastes \$48,000 per week due to an inability to locate and retrieve information”.

By ensuring assets can be found, filtered and manipulated, and by enabling context-based discovery and suggestions, you will be able to work more efficiently and better serve both your internal production team and end-consumers.

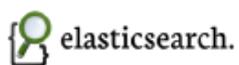
This enables cost-effective working by allowing users to find what they need, when they need it, as well as eliminating the costs of repeat-purchasing, losing or misplacing assets.

Ensuring that all content - whether text, image or media - is easily locatable and auditable also facilitates rights and regulatory compliance, giving you valuable insight into what assets you have and how and where they are being used.



AWARD-WINNING SEARCH & DISCOVERY

We have a strong pedigree in the world of enterprise search. Our award-winning faceted search & discovery capabilities have improved content discoverability for publishers such as Dorling Kindersley, Press Association and Oxford University Press.



PRODUCT ASSEMBLY

We have developed platforms for intuitive and collaborative product assembly, integrating tools such as Word, Xopus, InDesign, HTML5 and RDFa to enable powerful structured authoring.

WORKFLOW & EDITORIAL

Automating workflows enables shorter, more efficient proofing and review cycles, allowing you to gain time and cost efficiencies and ultimately speeding time to market.

- **Structured content can be automatically transformed into multiple output formats (such as EPUB3, PDF, HTML)**
- **Parallel, multi-channel and multi-format publishing becomes a reality**
- **Time-consuming processes, such as translation of content, can be managed and measured from within the same environment**



COLLABORATE

A TEAM AS AGILE AS YOUR CONTENT

PEOPLE WORK BETTER TOGETHER. ONCE YOU HAVE MADE YOUR CONTENT MORE DISCOVERABLE AND ACCESSIBLE, INTEGRATING FUNCTIONALITY AND TOOLS TO DRIVE DIGITAL COLLABORATION IS KEY.

Automating product preparation where possible frees your users to spend time on the specialist tasks that really matter. By providing intuitive tools for collaborative working, built into publishing workflows and integrated with familiar tools such as Microsoft Word and Adobe InDesign, you can ensure that your team is as agile as your content.

Our solutions are empowering teams by allowing them to collaborate on digital flatplans and product assembly in real-time, annotate and review content and assets together no matter where they are situated across the globe, and discover and access content from any device.



“ We 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. The platform will serve as the springboard for a suite of content creation, management, workflow, and enrichment functions that will increasingly support Cengage Learning’s publishing strategy and operations.”

ANDREA KUDZIA, EXECUTIVE DIRECTOR OF DIGITAL DATA MANAGEMENT SERVICES,
CENGAGE LEARNING

IXXUS PUBLISHING MODULES

TOOLS FOR COLLABORATION
AND TRANSFORMATION

THE IXXUS PUBLISHING MODULES ARE A SET OF INNOVATIVE, DEPLOYMENT- READY SOFTWARE COMPONENTS, DESIGNED TO ENABLE PUBLISHERS TO SUCCESSFULLY MANAGE DIGITAL TRANSFORMATION.

Our continuously growing library of tried-and-tested components reduces cost, risk and time-to-market. All modules are fully supported by Ixxus' global team.

PEARSON

“What appealed to me about Ixxus was the fact that they had industry-specific knowledge; they understood the publishing process and the challenges that modern publishers face going through their transformations.”

ERNST KALLUS, DIRECTOR OF PLATFORM STRATEGY,
PEARSON



IXXUS DESIGN HUB™

Automatically convert your InDesign publications into fixed layout EPUBs, PDFs and HTML. Work in InDesign as usual, and the Ixxus Design Hub will extract XML information from the InDesign file to rebuild content and layout faithfully in the output of your choice.



IXXUS DIGITAL MEDIA ANNOTATOR™

The DMA is an interactive online tool designed to make the creative more collaborative. A powerful annotation module integrated into Alfresco, the DMA allows users across multiple locations to work together in real time.



IXXUS FLATPLAN™

Easily visualize, plan and manipulate finished product. With powerful visual overviews and simple drag-and-drop functionality, Ixxus FlatPlan gives you a work-in-progress view of your multi-page spread layouts and designs.



IXXUS COLLECTIONS™

Collections is a collaborative publishing interface built into Alfresco which simplifies the ordering, collation, curation and assembly of groups of content assets. Simple drag and drop functionality allows manifests to be transformed directly into final product.



IXXUS TRANSFORMATION SERVER™

Improve Alfresco's performance by automating the transformation of content assets into rich alternative solution. The ITS is a massively scalable solution to content transformation, which can often be taxing on system resources.

GRANULARIZE

ENHANCE VALUE THROUGH DYNAMIC CONTENT

GIVING YOUR CONTENT AGILITY MEANS MOVING AWAY FROM SEEING IT AS SOMETHING STATIC AND SINGLE-USE, AND INSTEAD APPROACHING IT AS SOMETHING DYNAMIC AND FLEXIBLE WHICH CAN BE ENRICHED AND ENHANCED TO CREATE MULTIPLE OUTPUTS.

This means using structured-content (typically XML or HTML) as early as possible in the production process. Once product has been separated from format and broken down into granular, reusable chunks, it is easier to store, find scale and manage.

Granularizing content enables:

- **Rediscovery of existing content for research and reuse**
- **Slicing, dicing and repurposing to build new products**
- **Easy versioning, customization, translation and internationalization**
- **Multiple products from one source**
- **Author once, publish anywhere**
- **Reimagining and repurposing the backlist**
- **Easy trialling**
- **Increased opportunities for niche and targeted products and services**

MULTI-PURPOSE PUBLISHING

Moving away from product-centric thinking does not mean that there are no end-products; rather it means that content is endowed with the flexibility and agility to create myriad end-products. Content agility means being able to manipulate and deliver content in any way and to meet any opportunity; maximizing revenues, quickening time to market and empowering your consumers.

AWARD-WINNING MARKLOGIC SOLUTIONS

We are a certified global MarkLogic partner, reseller, and first-line support provider. We integrate this leading Enterprise NoSQL database with other powerful technologies to develop structured, semantically-enriched content stores.



SEMANTIC EXPERTISE

We are highly experienced in integrating MarkLogic's enterprise NoSQL database with semantic web and NLP technologies (XQuery, SPARQL, RDF triple-stores, Linked Online Data). Our expert use of linked data, taxonomy tagging and RDF triple-stores facilitated time-efficient reporting for Press Association during the 2012 Olympic Games.

ADVANCED ANALYTICS

Structuring and enriching your content makes it easier to analyze how consumers are interacting with your content, helping you make intelligent decisions about your future strategy. This powerful content insight provides a window into new opportunities, as well as a deeper understanding of how to better serve existing customers.



ENRICH

GIVE YOUR CONTENT MORE CONTEXT

ONCE CONTENT IS BEING PRODUCED, HELD AND DISTRIBUTED IN A GRANULAR FORM, ENRICHING IT IS KEY.

Semantic enrichment is about assigning meaning to data, making it easily discoverable when needed, and relating it to other content sets or assets to develop new services.

By annotating content with semantic mark-up and metadata, you can enrich its meaning, enhance its value and enable new use-cases and product innovation.

Ensuring that your content is structured and semantically tagged means it not only becomes more discoverable (serving both internal users and external consumers), but also develops powerful associability. This means it can be resurfaced where it's most relevant (for example, in a personalized data feed, or as recommended content), or linked to other pre-existing data-sets to create brand new content services.

IXXUS STRATEGIC MAPPING

IXXUS HELPS COMPANIES DEVELOP THEIR DIGITAL TRANSFORMATION STRATEGY AND ROAD MAP THROUGH A STRATEGIC MAPPING EXERCISE.

FOR MORE INFORMATION SEE OUR **"YOUR DIGITAL TRANSFORMATION JOURNEY"** BROCHURE

YOUR DIGITAL TRANSFORMATION JOURNEY

ABOUT IXXUS

Ixxus is a leading global provider of end-to-end technology solutions that transform the way organizations work with content. Headquartered in London and Boston, the company is the world's largest systems integrator to work with both Alfresco and MarkLogic, utilizing these powerful technologies to deliver award-winning, collaborative content solutions which are uniquely tailored to customer needs.

Ixxus is working with some of the world's biggest names in publishing and media (including Pearson, FOX, Penguin Random House and Oxford University Press), maximizing the value of their unique content and giving them the tools to tackle strategic digital transformation challenges head on.

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SOME OF OUR CLIENTS

