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arvato systems
BERTELSMANN

from editorial to market

Production in Publishing Forum   April 28-29 2005 in Berlin

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From process control to customer retention

IT specialists and representatives from publishing houses, universities and media suppliers followed an invitation from the software house Klopotek & Partner GmbH and the Bertelsmann AG IT service provider arvato systems to come together for the second year in succession and discuss ongoing strategic production issues relevant to publishers.

The optimum organization and control of business processes in production was at the top of the agenda on day one. Whereby particular attention was paid to the publisher / supplier interface. The second day was entitled "Content for Customers" and the discussion focussed on moving away from product and towards customer orientation, cross media publishing and content editing, as well as the technological advantages of standardized software for the production process. Berlelsmann's branch office in Berlin, at no. 1 unter den Linden, once again provided the venue.

From process control to customer retention

When the first production forum closed in April 2004, a number of participants urged Klopotek and arvato systems to continue with their initiative. Just how relevant the question posed then would be to publishers today, regarding a strategic role for production in publishing and effective software support, became clear at this year's symposium: two days were barely enough to cover the wide range of opinions and experiences of publishers and service providers.

The main focus of the first day's discussion on process control was therefore put on integration technology and setting up interfaces between publishers and service providers. Helmut von Berg, Director of Klopotek & Partner GmbH, presided over the discussion and summarized the main points.

Christian Ide, Professor at the HTWK Leipzig (University of Applied Sciences) , and his former student, Andreas Preising of the leading lexicographic publisher Bibliographisches Institut & F.A. Brockhaus AG, opened with the subject of **quality management in publishing processes**. They pointed out that active and consistent quality management enforcement is still quite rare in publishing houses. In their opinion, this can be solved by:

■ well-defined workflows
■ designated interfaces and responsibilities
■ motivated employees with a sense of responsibility, who are the basis of efficient, economical publishing.

Michael Mittelhaus of PrePress Consultant, considers **JDF workflow control** currently to be the most ambitious modernization project for the printing industry. Job Definition Format is the attempt to standardize the description of the print media production process inherent in its organization. It will also make an integrated production process possible between suppliers and customers.

Dario Martinelli of the Italian printing house Printer Trento, addressed **the significance of the automated checking of customer data** received by the printing house. Printer Trento is convinced that the coming PDF/X3 format will eventually put an end to discussions between customers and printers regarding the origin of errors in the data delivered.

Content syndication in practice - Marion Spengler of Digital Publication Processes, put forward a list of problems and proposed solutions, to help publishers with setting

up or optimizing the respective processes.

Everyone in the software industry is talking about XML, web services, SoA and ESB. Christof Sprenger, Architect Evangelist of Microsoft Germany, explained the role of these technologies in increasing the flexibility of software development during his talk on **business process management in publishing houses on the basis of Microsoft technology**.

Dr. Martin Schippan of the law firm Lausen Rechtsanwälte, closed the first day of the symposium by taking a look at **the legal implications involved in optimizing the production process**. He pointed out that digital technology and global networking, the tendency to split license packages up into individual, separately perceived exploitation rights, and last but not least, the increased number of restraining orders are bringing legal influence to bear right into the heart of production.

"Nothing will produce a faster return on investment than the introduction of integrated systems to control production processes."

Matthias Moeller, Director of project services for arvato systems, and Ulrich Klopotek, CEO Klopotek AG, welcome the participants and underline the growing significance of production processes, standardized software and intelligent software tools. The two market leaders Klopotek and arvato are engaged in a long term, joint undertaking to offer media companies full-service at top-level.

Compared to highly specialized, bespoke systems, standardized software could not previously offer an acceptable solution for controlling complex production processes. The hosts predict that, while these specialist solutions were a legitimate part of the past, publishers will in future consider their inadequate integration and transparency to be an impediment to efficient production control, cost transparency and risk management.

From process control to customer retention

More than 100 participants met in Berlin to discuss business processes and customer orientation in production. The wide range of attendees from publishing houses and various service sectors, shows that the integration of production is an important issue for all involved in the process.

Customer orientation and customer retention are increasingly important in respect of choice of product and method of production

Publishers are endeavoring to increase flexibility and develop new business process models in order to meet customer expectations.
Publishing consultant Joachim Brunold presided over the second day.

Ehrhardt F. Heinold of Heinold, Spiller & Partner management consultancy, opened day two with **the strategic principles of cross media publishing (CMP).** In Mr Heinold's view, the focus is all too often only on the (production)technical side of things. CMP is not a technology, but a publishing strategy that opens up new methods of publication and new marketing strategies which is why each CMP project and process concept begins with fundamental, strategic considerations.

While revenue growth for professional publishers is limited, crowding-out and concentration on the market have increased. Demand for individually edited information and tools to support work processes is currently on the increase with customers. This calls for companies to rethink their priorities and to go **from product to customer orientation**. Mirza Hayit, Managing Director of WRS Verlag and responsible for sales of the Haufe media group, demonstrated how an online community can be a driving force here.

Customer evaluation and potential provide WEKA Verlag with a new quality marketing basis. As Christian Glaser, Managing Director of WEKA Media, explains, endless information is collected through direct marketing, whenever there is any interaction with the customer. By means of analytical data mining, this information can be transformed into valuable knowledge about customer preferences and buy-

ing interest. A multidimensional model analyzes and evaluates the existing customer relationships and positions them in a customer potential portfolio.

Automatic content editing using artificial intelligence is a novel technological development from semantic system, which works on semiotic principles. It is also self-learning and language independent. "We are currently in the first third of the network age" CEO Walter Diggelmann explained. "Wasted time and wrong decisions caused by excessive pressure can be avoided, if all relevant information can be derived from the existing data".

The current state of the software and technological perspective was described by Gregor Wolf, CTO Klopotek AG, in his speech about **production with PPM**, the Product Planning and Management system for publishers. Klopotek & Partner develops standardized software with modules that on the one hand, can be implemented as single, integrated systems, or on the other hand, they can be integrated with other systems. "In the context of production, such integration for content management systems, supplier platforms and the like would be immediately beneficial" stated Gregor Wolf. He went on to note that if those involved in the process establish resilient standards for work processes, publishers can have more flexibility defining the processes.

Host Helmut von Berg asks participants what they think

Annegret Wehland
Managing Director of Buch & Konzept

So far, I have been really enthusiastic because these issues are very forward-looking for the publishing industry. Quality management, in particular, is often given a much lower priority than it should be. Even though a lot of people believe in it, they haven't actually clearly defined it. It includes an entire range of issues starting with JDF format to backing-up data from XML documents. It is really important to think more about how to assure quality.

Bernd Letz
Managing Director of media TEXT Jena

An impressive get-together in impressive surroundings and extremely well-organized. I particularly liked the co-mingling of publishers, service providers and consultants. There was a great deal of openness and the selection of topics addressed in the various talks was very relevant to the day-to-day problems we're facing now and that will affect us in the future. I have had a very positive experience so far and think that this event is a good thing.

Dr. Uwe Sertel
Managing Director of the Lübbe publishing group

The reason I came was to explore workflow processes. These processes not only involve production, they start in the editorial department and with rights acquisition. I also came to find out how these workflows can be reflected in a digital environment, involving the multiple use of rights and the digital archiving of content. I think that this event will become a tradition and should be held over the next few years. So far, it has been a very interesting experience and this won't be the last time I attend.

Practical examples of print-customer-integration
PDF, because it has made data transfer so much easier, has become the dominant medium for transferring content data. Michael Mittelhaus, PrePress Consultant, put forward Acrobat 7 as a successful example of the technical possibilities that exist today to handle process workflows.

In the digital darkroom:
Media Asset Management with DOI, metadata and full text
Arnoud de Kemp and Ingrid Maria Spakler of digilibri, digital assets agency and publisher, presented the digilibri concept. Based on the assumption that each element of content has to be prepared for use, it became clear that before content is allowed to be used, it is first necessary to secure the complete range of rights in connection with a metadata-compatible environment.

The bookworXs platform of HGV
The Hanseatische Gesellschaft für Verlagsservice has developed an internet-based system for the Verlagsgruppe Georg von Holtzbrinck. Markus Hartmann and Thomas Rosenstiel reported on this system which allows publishers and their suppliers to work together in purchasing and production planning. Interfaces continuously synchron the bookworXs platform and Klopotek PPM. All publishing departments have access at all times to the most current production information.

Quality assurance of XML projects
Quality cannot usually be assured by merely validating content against the DTD. The workshop given by Ursula Welsch, Consultant for electronic publishing, addressed this topic and tried to determine which situations require quality assurance, which options and resources are available for it, what impact it has on processes, and how quality assurance can be systematically approached.

XML-based production at Walter de Gruyter publishers
Now that this publisher's content is continuously updated, it can provide its customers straightaway with up-to-date and individualized reference materials from its Pschyrembel series in the medium they require. Reinhold Tokar, Managing Director of Walter de Gruyter, and Dr. Kai Tetzlaff, Director Content Management Solutions NIONEX GmbH, reported on their experiences in the workshop.

Using XML in publishing houses
Dr. Ernst-Peter Biesalski, Dean at the HTWK Leipzig, thinks that the use of XML will increasingly serve as the basis for standardized, well-structured processes in publishing houses. Using the results of the Ivo-Hartz-Study entitled "Einführung von strukturiertem Publizieren und XML bei Verlagen" (introduction of structured publishing and XML for publishing houses), the factors critical to successfully using XML were discussed.

Participants chatted, feasted and made merry in the lively surroundings of the OSTERIA MARIA

In the evening, the modern working environment at Bertelsmann was replaced by the unique atmosphere of the Italian restaurant Osteria Maria in Berlin. Seated at a large table, the conference participants sat back and savored the delicious food and enjoyed the unusual manner in which it is served.