

**EMPOWERING**

**PUBLISHING**

**PRODUCTION**

Publishers face many challenges – from changing revenue models, high overheads, timely production processes to complicated workflow.

It's more important than ever to find new ways of addressing these challenges.

# THE GOALS

- INCREASED SPEED TO MARKET
- REDUCTION IN OVERHEADS
- IMPROVE AND STREAMLINE WORKFLOW

## **CHALLENGE #1 - SPEED**

Customers want content faster than ever, but the publishing production process is often complicated and time-consuming.





## **CHALLENGE #2 - COST**

The overheads for managing production in-house are extensive, between suppliers, technology, and staff it all adds up quickly.

## **CHALLENGE #3**

### **- WORKFLOW**

Publishing workflow can be complicated, involving many different parties and many layers of communication.

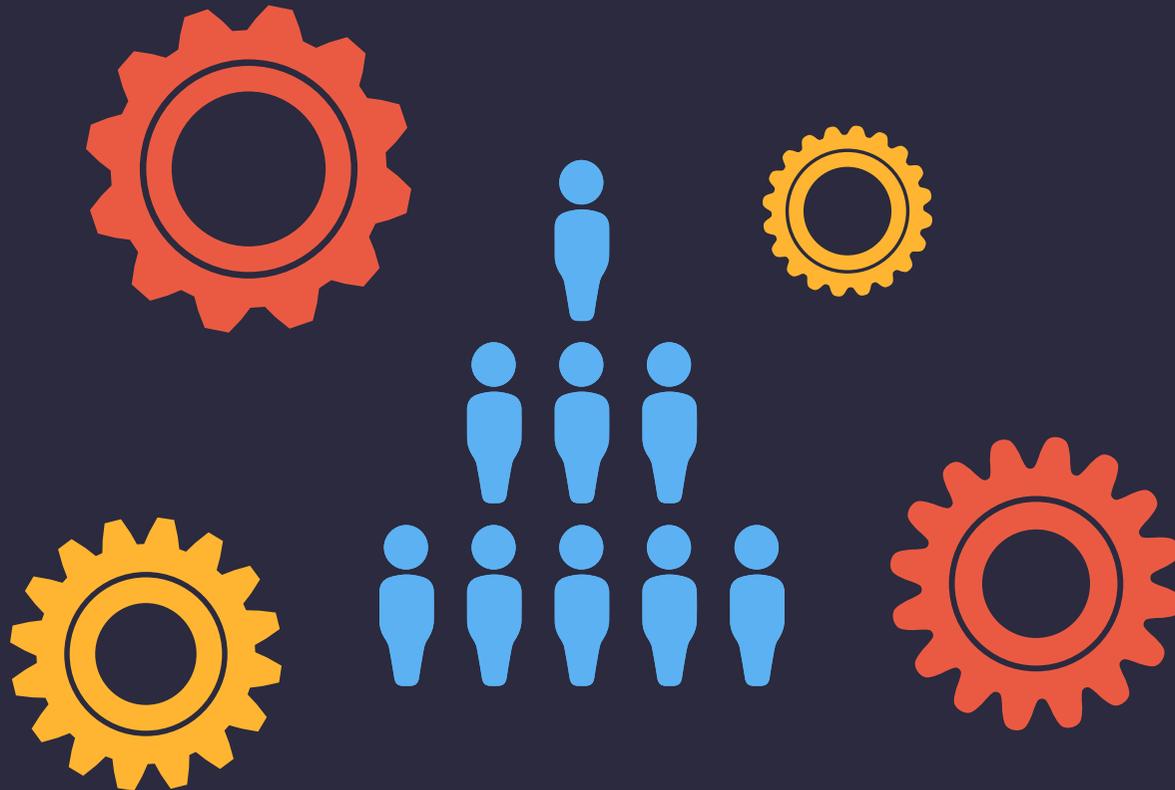


Publishing production determines not only the quality of your final publications, but also has a significant impact on their speed to market and cost to produce.

The calibre of people working with you on this have a massive impact, and so you need a team of professionals capable of working to your detailed specifications.

HOW CAN WE HELP YOU  
ADDRESS THESE CHALLENGES?

Our services are supported by an excellent team of **dedicated professionals** and backed up by **technology**.





Proofing



Author Liaison

**Aa**

Typesetting



**Project  
Management**



Copy Editing



Digital File  
Transformation



Artwork Design



Indexing



Metadata  
Integration



Advanced  
Reporting



Powerful Search



**Digital Asset  
Management**



Cloud Hosting



Key Permissions  
Functionality



Artwork Library

# HOW CAN WE HELP TO IMPROVE YOUR WORKFLOW?

Using a two-pronged approach to streamline your production process, focusing on our **people** and our **technology**.

Traditional workflow can be messy, involving lots of people, confusion and miscommunication.



Deanta does things differently: one contact, one workspace, one project.

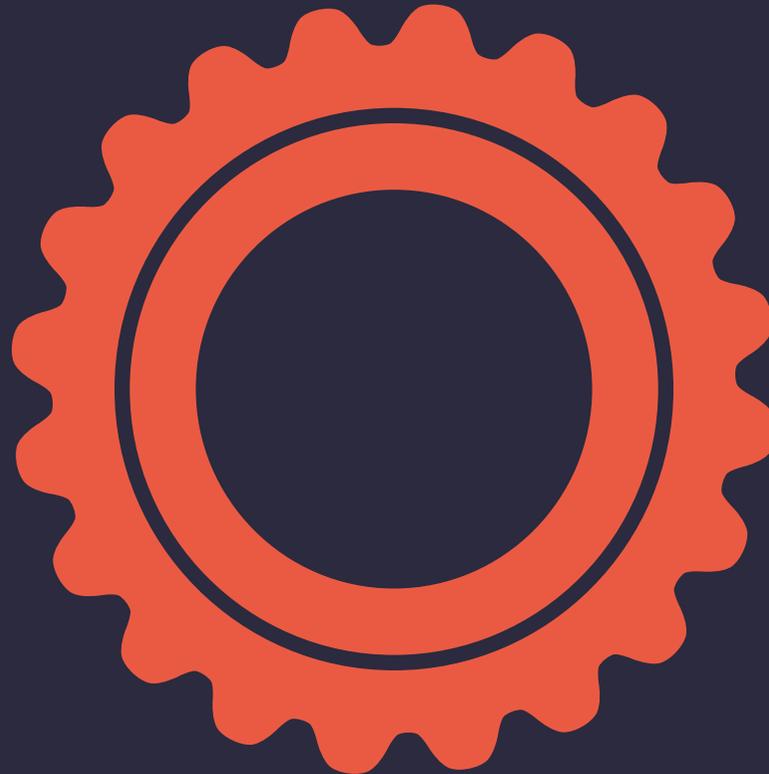
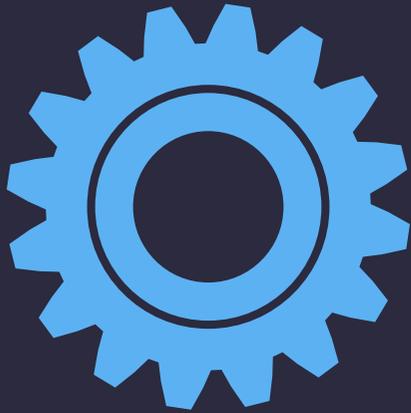


Our team of project management and publishing production professionals are **highly trained** and **intuitive**, with a **clear approach to communication**.

We guarantee:

- **Fast response times**
- **Priority delivery**
- **Quality results**
- **Seamless communication**

One of the main benefits of working with Deanta is your access to our production platform **Lanstad**.



Lanstad is a uniquely centralised and **collaborative workspace**, enabling **real-time XML editing**, proofing and **content transformation**.

The platform also features **trackable project milestones**, a **communication portal**, and **DAM** capacity with **metadata integrated** to ONIX standards.

## LANSTAD CAN HELP YOU

- Streamline communication
- **Remove stages of production**
- Provide publishers with a real-time XML editing and proofing facility
- **Automate format transformation**
- Lower content hosting costs.

# WHAT DOES ALL THIS MEAN FOR **YOU**?

Simply put, we help you to **eliminate stressful workflow** and **increase your speed to market.**

DON'T JUST TAKE OUR WORD FOR IT...

Deanta combines excellent customer service and communication with a high level of technical expertise at competitive rates. **Deanta stands out in a very crowded space.**

BLOOMSBURY

**Deanta accommodates our specific requirements** rather than trying to impose a one-size-fits-all approach. Having one point of contact also ensures continuity of communications throughout a project.

INFORMA  
PROFESSIONAL

In the past, time zone differences have been an issue with other suppliers, **but not with Deanta**. They accommodate the preferred contact times for Rowman and Littlefield, with no half-day or day long wait between queries and responses. Overall they do a fantastic job.

ROWMAN & LITTLEFIELD

# Deanta

PUBLISHING | PRODUCTION | INNOVATION

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