



Outsourcing and the changing face of Content Management

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Wiley-Blackwell
STM E-Production Seminar
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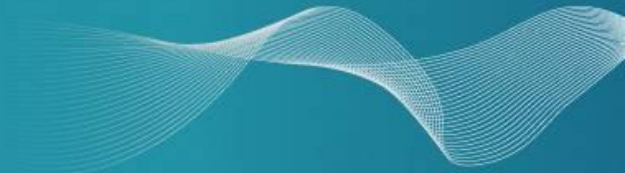
Wiley-Blackwell Outsourcing

- 1500+ Journals
- >1.6 M pages
- Only 70 titles have no outsourced component
- Many long-standing relationships with vendors



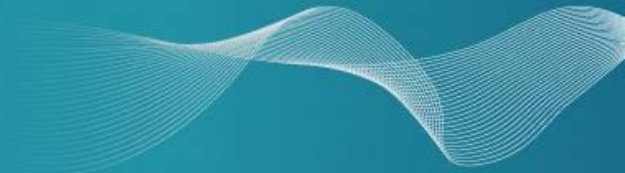
Why outsource?

- Increased productivity/cost savings
 - Volume discounts and rebates
 - Need to stay competitive
- Redeployment of in-house staff
- Speed to market
- Efficiency
- Access to competencies
- Access to tools



Selection dilemmas

- Commoditization of production services
- Vendor expertise is developing and widening
- Flexible suitability criteria
- Shopping list of services
- But, 'salami slicing' has its limits...



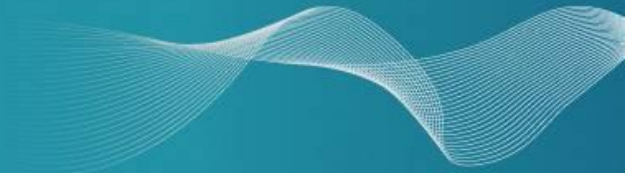
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**“We’ve decided to do our own pointing,
but outsource the clicking.”**

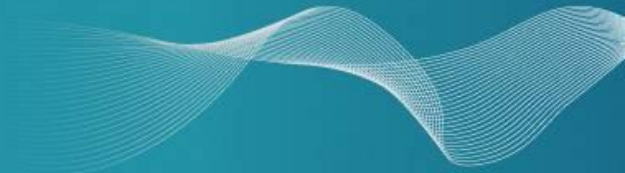
The perceived downside

- Loss of control
- Quality
- Time zone factors
- Growing economies and exposure to exchange rate fluctuations
- Staff turnover
- Takeovers and company failure



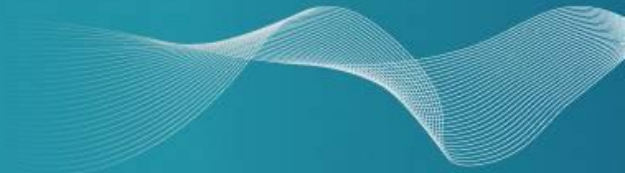
‘Local difficulties’

- Know what you can't control...
- ...but plan for all eventualities
- Small fish, big pond; big fish, small pond
- Service level agreements
- Disaster recovery plans



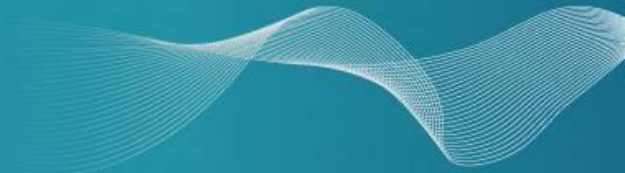
Loss of control

- 'Black box' approach
- Management overhead
 - More complex relationship
 - Planning
 - Setup, testing, project management
 - Documentation, training
 - Monitoring and feedback
 - SLA
 - Reciprocal visits
- Manage expectations...and simplify



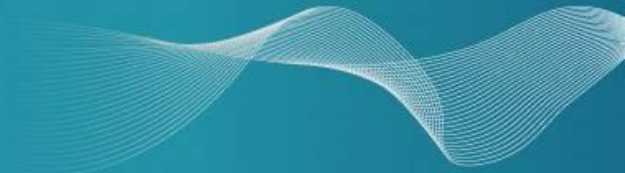
Quality

- What is it?
 - Style
 - Language
 - Layout
 - Timeliness
 - XML
- The ‘scrutiny effect’
- The ‘hybrid temptation’



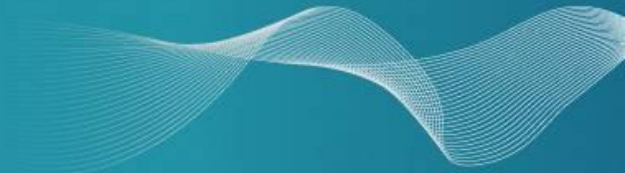
The changing face of Production

- Outsourcing is about much more than production
- Production is about much more than content
- ...and content is a shared responsibility
- Manage more, do less
- Do less, deliver more

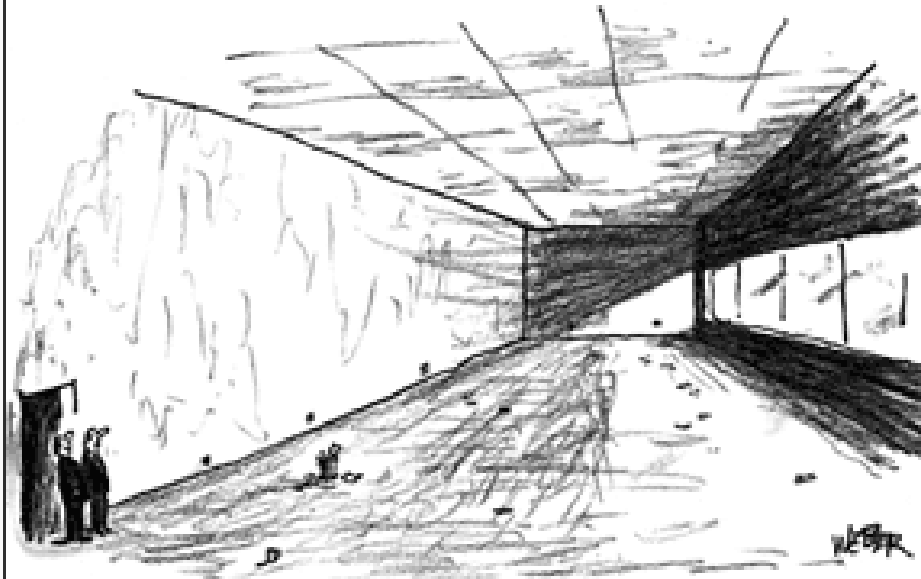


The Future

- More consistency, standardisation
- New media
- Enriched content
- A move away from print-oriented concepts



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“Well, that does it Charlie—we’ve outsourced everything.”