



Technology for Publishing is a professional services firm that has been providing process and technical consulting to publishers in the magazine, book, newspaper and corporate arenas since 1988.

Being one step ahead of the competition means being positioned to create and deliver content in whatever form your audience requires —quickly and efficiently.



Success in Publishing

Technology for Publishing helps companies transform their content publishing strategies, processes, and systems from traditional, resource heavy, paper-based models to fluid, automated content flows.

We pride ourselves on being an industry leader, built upon long-standing relationships with a large roster of clients in the publishing and content industry. Our strong, trusted relationships with clients afford us the opportunity to watch the market evolve and capture emerging trends as they occur. We share this valuable insight with our clients to help them maintain a competitive edge, building a strategy that allows for growth and change.

At Technology for Publishing, we believe that the challenges facing the publishing industry often require publishers to rethink how they create and deliver content. Our ability to listen to and understand our clients needs ensures the desired goals and outcome will be achieved. We tailor each project, providing flexibility based on resources, budget, needs and limits. We encourage clients to be active participants in each project, ensuring the organizational buy-in and in-house knowledge that allows each client to continue the change process long after project completion.

UNDERSTAND. SIMPLIFY. TRANSFORM.

Our services

Technology for Publishing can help you change the way you create content to keep up with constantly changing publishing requirements.

Content

Understanding your unique content – both legacy and new, its types and structures, sources and targets provides the basis for how you can rebuild your content business and its strategy. Unveiling where to realize new content opportunities or new target markets is often a valuable outcome of this process. Evaluating your content also provides the first and fundamental requirements about what you have to work with before you design any process, purchase new technologies or institute new change. The path begins and ends with content.

Process

Evaluating content creation, management, conversion and distribution processes, along with the human and technology factors involved can bring to light many points of improvement. Having the right experience to help coax and create efficient and effective content workflows within your company culture is key to setting a path for change. It's about understanding people and their talents first, combined with a process driven by your business requirements, supported by technologies that best suit your needs.

Strategy

Keeping up with changing requirements can be difficult when you are actively focused on trying to produce and generate revenue. Understanding where your content business has been, is today, and where it needs to be in the future is key to planning a successful content strategy. Changing trends and competitive factors need to be part of the fold to ensure that any content strategy is current and complete. Keeping processes and technologies in sync with your true strategy is the key to publishing success.

Analysis

- Business & Needs Analysis
- Requirements Definition
- Workflow Analysis
- Industry Analysis
- Content Inventory & Structure Assessment

Implementation

- Prototype Projects
- Pilot Project Facilitation
- Automated Publishing
- Print to XML
- Documentation Development
- Application & Workflow

Training

- Template Development
- Systems Implementation

Support

- Systems & Rollout Support
- Change Management
- Project Management



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