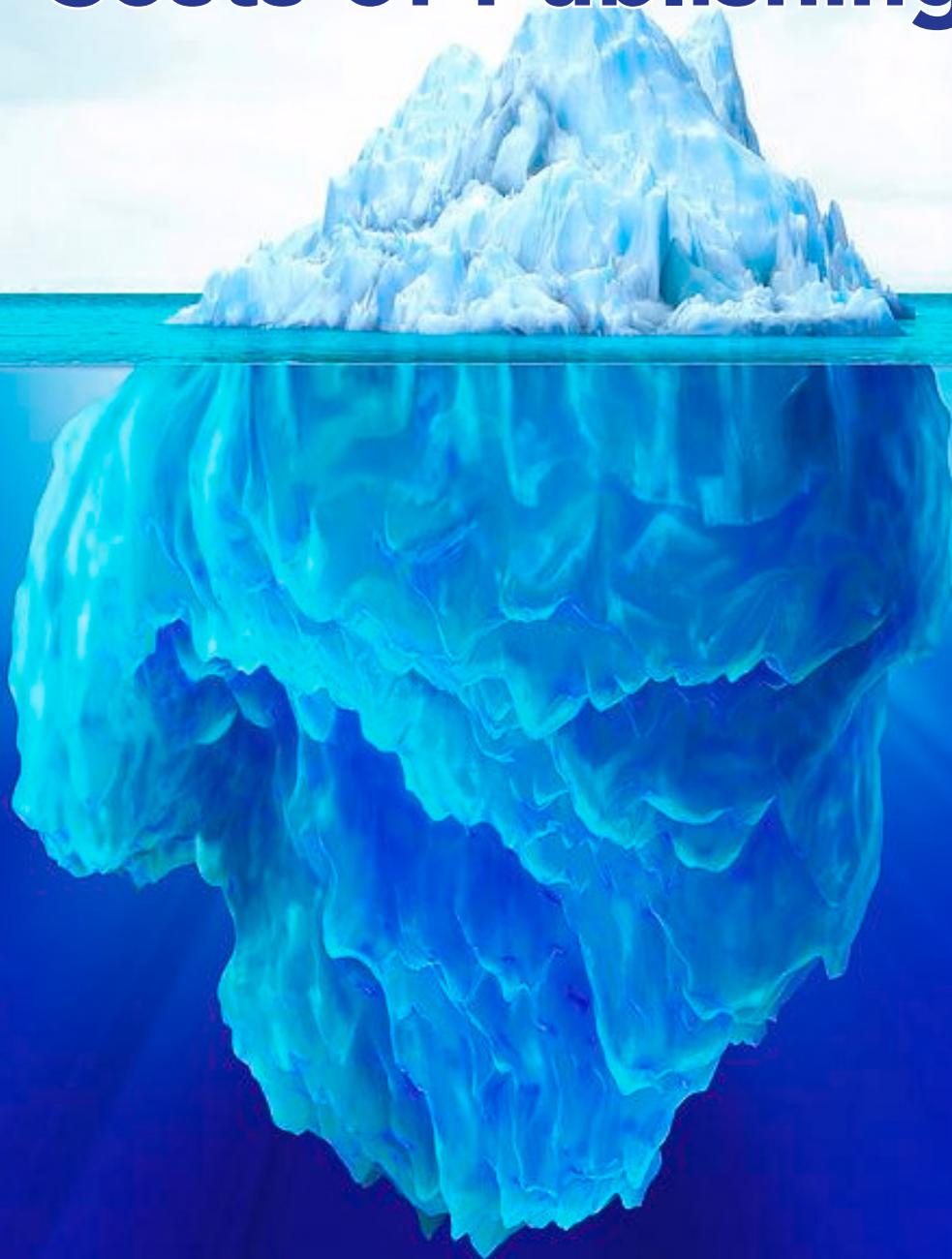


Recover the Hidden Costs of Publishing



*Publishing relies heavily on communication and information flow.
Managing that flow efficiently can be challenging...*

How are you managing yours?

The Client: Taylor & Francis Journals

The solution: Journal Communication Hub (JCH) from cM

Sector: Journals Publishing

Summary

Journal publishers process thousands of article submissions a year. The submission to publication process generates many thousands of process queries a month (external to the peer review and production service) – and from a myriad of stakeholders and multiple processes over the article lifecycle.

Key publishing professionals find they are spending many hours managing communications and routine workflow tasks involving many stakeholders and disparate systems.

The hidden costs of journal publishing lie in these countless hours consumed by quiet repetition of common tasks and exchanges. Although these are vital to the development of an article in publication, the focus is more on the task rather than an efficient communication flow. As a result, a lot of professional time is lost, resulting in elevated costs and longer time to publication.

Taylor & Francis (T&F) is one of the world's leading publishers of scholarly journals, books and reference works. Their journals group publishes more than 2,500 journals each year.

T&F is a progressive publisher partnering with advanced suppliers. T&F sought to use intelligent technology to improve their communications and workflow processes, enhance authors' experiences and accelerate the time to publication of new research.

T&F turned to codeMantra for their Journal Communication Hub solution.

Scope

- 400 internal and external users
- More than 1,000,000 authors, contributors and collaborators
- 400,000 article submissions/year
- 140,000 articles published/year
- 150,000 process-related queries per month

Operational Opportunities

Over the years, T&F deployed multiple solutions, improving performance in key areas.

Although the content acquisition, peer-review and production systems were effective, they operated independently. T&F recognized the need for operational improvements and scalability. Among these key improvement opportunities were:

- Harvesting, centralizing and analyzing information from separate systems
- Automating manual-processing steps and managing the end-to-end workflow
- Improving vendor management
- Auto-assigning coverage roles
- Intelligently detecting deadlines with triggering of automatic alerts and notifications

Desired Outcome

T&F offers a wide choice of journals in which to publish and places great value in its reputation for editorial excellence.

While preserving those standards, T&F had two primary goals in mind:

- Enhancing authors and contributors' experiences, thereby cultivating author retention
- Bringing about an accelerated time to publication

An ideal solution for them includes:

- Streamlining the workflow using automation
- Providing insight and analytics to improve decision making
- Delighting the user
- Scaling to meet their global enterprise needs

JCH cloud collaboration platform brings insight, automation and increased efficiency

cM's JCH is a SaaS platform for managing workflow, communications and information.

JCH is effective at both the enterprise and department levels. It transforms how businesses share information across worldwide teams, manages complex workflows, integrates information from disparate systems and dramatically reduces repetitive cycles.

JCH has a major impact on reducing the hidden costs of publishing.

Platform Solution

JCH: Journal Communication Hub

JCH is built on cM's *CollectionPoint™* platform, a white-label, cloud-based, highly-configurable SaaS product.

JCH Key Capabilities

- Automates workflows with intelligent process automation including email templates, query assignment, escalation and notifications
 - Consolidates communications within one centralized hub, intelligently classifies and associates them with projects, and manages access to them
 - Improves vendor outcomes by connecting workflows and managing SLAs
 - Provides rich analytics supporting control, insights and reports to stakeholders on key project and workflow status and also serves to inform future process enhancements
-

Business Benefits

- Enhanced authors' experiences and improved retention
- Accelerated time to publication for one of the world's leading research publishers
- Scalability securely positioned the client for anticipated future growth.

Project

JCH was up and running fast. System configuration aligning to the client's workflow, business rules and classifications was ready within weeks.

With its simple UI, JCH achieved rapid adoption from internal stakeholders and external global suppliers. JCH was quickly at work applying its expertise in process automation to large volumes of scholarly communications.

“We value our authors as partners and collaborators, and through JCH we enable a frictionless journey through the critical steps of peer review and production aiming to achieve rapid publication of new research.”

Kirstin Heilmann
Head of Global Supplier Management
Taylor & Francis

Impact

T&F quickly realized measurable benefits:

Performance – Within weeks, 66% of queries reached same-day resolution, a significant improvement from prior rates.

Efficiency – Streamlined email processing with classification and templating saved many hours of professional time.

Simplification – Dynamic resource allocation reduced administration costs and enhanced communications. Operational costs were reduced with increased author satisfaction and retention.

With cM's partnership, T&F automated processes significantly boosting productivity. Query resolution is faster, information is made more accessible and trackable, and operational business tasks are made easier.

For a diverse organization advancing the publication of important scientific research, the importance of gaining efficiency in every corner of the complex operational processing of journal publishing is a business imperative. JCH is the platform solution for improving business outcomes.

codemantra
manage // transform // publish

Locations

Headquarters

codeMantra
125 Summer Street, 5th Floor
Boston, MA 02110
cminfo@codemantra.com
617-622-5280

UK

codeMantra
9 Devonshire Square
London, EC2M 4YD

India

codeMantra Pvt Ltd.
IIFL Towers, 3rd floor, 143, MGR Main Road,
Kandanchavadi, Perungudi,
Chennai, Tamil Nadu – 600096