



BOT ENGAGEMENT FOR PUBLISHING SOLUTION PROVIDER

DATAMATICS

The American Publishing Solutions Provider faced the challenge of offshoring their STM content publishing operations while simultaneously reducing costs and risk. Datamatics engaged through a Build-Operate-Transfer (BOT) model to build and mature a specialized, scalable team and implement automation to cut processing time, with the ultimate goal of transferring the highly optimized function back to the client for full internal control.

The Challenge : Offshoring While Maintaining Accuracy & Speed

The American Publishing Solutions Provider was at a strategic crossroads, needing to offshore their publishing operations not just for cost-cutting, but to establish a foundation for long-term growth and risk mitigation.

The primary difficulty wasn't simply moving jobs; it was the necessity of finding a partner capable of forging a scalable, process-driven offshore team from scratch, dedicated to highly specialized end-to-end STM (Scientific, Technical, and Medical) content publishing processes. This wasn't a standard outsourcing arrangement; the crucial, future-focused requirement was that the partner needed to systematically build, mature, and eventually transfer the entire operational team and all associated processes back to the client.

In essence, the client sought a joint venture that would result in the creation of an entirely new, self-sufficient, and cost-optimized internal capability, requiring expertise, rigorous process development, and an eventual, seamless handover.

The Solution: Full BOT Framework with Automation & Process Re-engineering

Datamatics successfully addressed these requirements by implementing a comprehensive Build-Operate-Transfer (BOT) model, systematically guiding the transition from an outsourcing arrangement to a joint venture, and culminating in the final handover.

The core of the solution rested on both process and technology upgrades. Through focused Process Optimization, Datamatics drastically reduced the critical "First Page Proof" turnaround time from T+4 days to an impressive T+1 day. Parallel to this, the team was built and scalably expanded from an initial four employees to 100 within 18 months, eventually reaching 521 employees by the third year of operations.

Technological enhancements included the development of a unified XML processing tool that successfully streamlined workflows and simplified training. To enhance quality and efficiency, Datamatics introduced Automated Editing & Proofing via parameterized software designed for style checking, thus significantly reducing the need for manual review.

Finally, they deployed a GIPS workflow for Remote Page Proofing, ensuring efficient "first page" generation and maximizing error minimization. After 36 months, reducing reliance on external vendors and giving the client direct control over talent, processes, and intellectual property.

Impact: The Impact: Highly Mature STM Publishing GCC with Full Ownership Transfer

Systematically scaled the process to 108 within first year and to 521 by the end of 3 year of operations

Existing process was re-engineered to make it more efficient, resulting in 75% less time for manuscript processing

Seamless transition and full ownership transfer to Cadmus with a mature, process-driven team.

ABOUT **DATAMATICS**

Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection.

Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit www.datamatics.com

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