

CASE STUDY

HarperCollins Publishers' Success Story with RSuite

INTRODUCTION

HarperCollins Publishers is a titan in the publishing world, renowned as the second-largest consumer book publisher globally. With over 200 years of history, operations in 18 countries, and more than 120 branded imprints, HarperCollins faces the monumental task of publishing approximately 10,000 new books annually in 17 languages. Its catalog boasts over 200,000 titles, featuring esteemed authors who have won prestigious awards like the Nobel Prize, Pulitzer Prize, and Man Booker Prize.

However, such an extensive operation comes with its challenges. HarperCollins needed a robust solution to overcome internal system inefficiencies and manage the complexities of modern publishing. This case study explores how RSuite®, an enterprise content management software, helped HarperCollins streamline its processes and maintain its leadership in the publishing industry.

THE CHALLENGE

HarperCollins faced several challenges typical of large publishing organizations:

1. *Obsolete Internal Systems:*

- Maintaining and updating internal systems that were becoming outdated and difficult to sustain.

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2. Disjointed Content Management:

- Managing routing and approvals across multiple locations without a centralized content management system (CMS).
- Some divisions used manual schedules independent of the CMS.
- Content and metadata were manually delivered to retailers and partners.

3. Multiple Delivery Formats:

- Reliance on third-party vendors for various delivery formats.

These challenges necessitated an overhaul of traditional systems and processes to meet the growing demands of the market.

THE SOLUTION

HarperCollins found its solution in RSuite, which offered an enterprise-class platform to simplify, centralize, and expedite processes in a high-volume production environment. By partnering with Contiem, HarperCollins managed change effectively and began transforming complex workflows into streamlined processes using RSuite's technology.

Key Features of RSuite:

- **Centralized Workflow:** Global Publishing requires thousands of workflows. To make this work, a centralized workflow engine is critical to the publishing operation.
- **Automation with XML:** Adding a structured authoring infrastructure and using industry-standard technologies like XML, enabling quick delivery of version-controlled content internally and externally.
- **Scalable Production:** Global operations means any solution must scale and it must support multi-channel, multi-format publishing. Accommodating multiple delivery formats from a single source at scale, enhancing efficiency and reducing costs.
- **Enhanced Collaboration:** Supported multi-site collaboration with integrated editorial, production, and publishing tools.

RESULTS ACHIEVED

Since implementing RSuite in 2013, HarperCollins has experienced significant improvements:

- **Increased Efficiency:** With almost 800 RSuite users worldwide executing over 7,000 workflows, RSuite provides the scale and efficiency needed to generate all forms of publishing content, to include managing book covers, interiors, and eBooks.
- **Reduced Composition Time:** A significant reduction in both print and digital composition, shortened the production cycle and resulted in faster quicker time-to-market for eBooks and print publications.
- **Cost Reduction:** RSuite lowered external composition costs and enhanced content control, leading to higher quality outputs at a lower price.
- **Secure and Automated Content Distribution:** Increased efficiency and reduced costs through automated distribution processes.
- **Improved Edition Management:** Enhanced reprint and edition management, supporting consistent updates across titles.
- **Employee Satisfaction:** The streamlined processes contributed greatly to increased employee satisfaction by reducing administrative burdens and manual labor associated with the content production process.

CONCLUSION

HarperCollins Publishers' collaboration with RSuite exemplifies how enterprise content management solutions can revolutionize publishing processes. By centralizing workflows and automating key functions, HarperCollins not only overcame its challenges but also strengthened its position as a publishing giant. For publishing professionals facing similar challenges, HarperCollins' success story offers valuable insights into leveraging technology for competitive advantage.

If your organization seeks to transform its publishing workflows, consider following HarperCollins' lead with RSuite. Ready to get serious about your content? Contact us today to explore how RSuite can meet your unique needs.