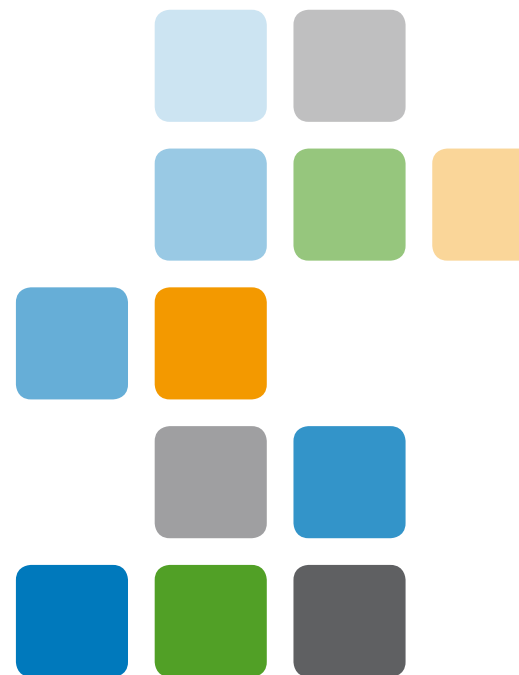




NEW IDEAS PUBLISHED FASTER

CCH AUSTRALIA, A WOLTERS
KLUWER BUSINESS, IMPROVES
EDITORIAL METHOD FOR
CONTENT REUSE.

LEARN HOW CCH UTILIZES THE CONTENT LIFECYCLE SYSTEM (FORMERLY KNOWN AS "EMPOLIS:CONTENT LIFECYCLE SUITE") TO MODIFY THE PUBLISHING METHOD FROM "PRODUCT ORIENTED" TO "CONTENT ORIENTED". CLS STREAMLINES AND SUPPORTS THE ENTIRE EDITORIAL PROCESS FOR CONTENT REUSE.



ATTENSITY

The Challenge

The quality of the editorial process is a decisive factor for companies that publish a great variety of products such as compilations of laws, statutes and regulations, along with respective annotations and commentaries. Here, a product-oriented approach simply does not provide the flexibility, speed or possibility to reuse content needed to create new products. Due to complex selection and maintenance processes, which are required when transferring existing content to new products, this method exhausts too many resources.

Especially in the dynamic world of legal publishing where laws and regulations are linked to each other and must be adapted to a variety of versions on a daily basis, new publications and supplements must be precise and reliable at all times. In most cases, existing contents, combined with new information, are assembled to create multiple products, i.e. CD-Roms, books, loose leafs and internet.

To succeed with the transition from product to content oriented approach, a solution which supports the reuse of content is required. References within the system have to support both the content structure, as well as the links, such that content can easily be reused and combined to create sub products.

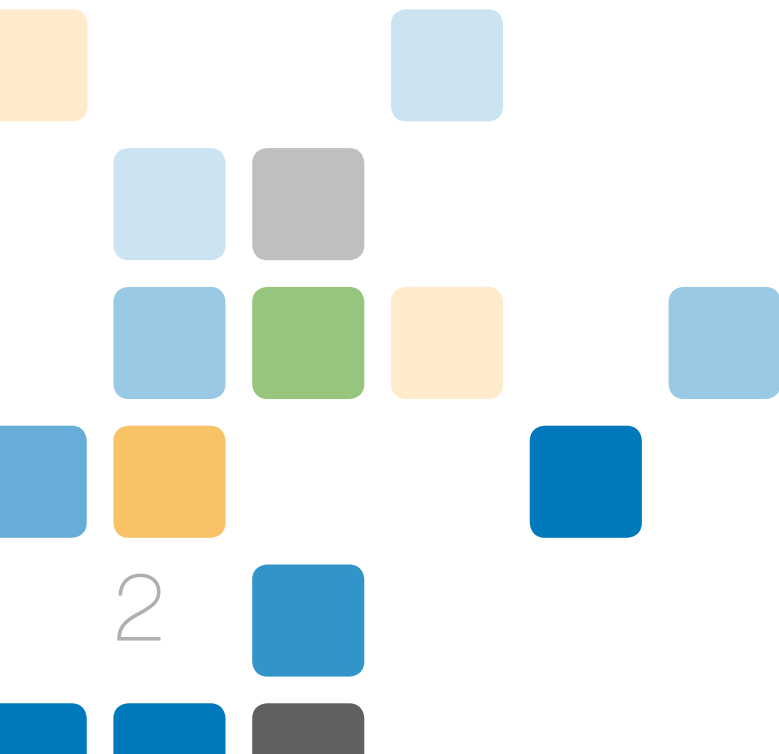
The Solution

Modifying the publishing method from “product oriented” to “content oriented” is key in producing and managing content for fast and easy reuse for a wide variety of products and media. The CLS facilitated this editorial process to streamline and support the entire process for content reuse.

The system manages and organizes the content base on the general content type supported by storage structure and metadata. Beginning with content creation and throughout the content lifecycle, CLS guarantees for the validity of content and ensures that it can be reused without technical problems.

A wide variety of workflows, groups, and metadata are structured according to content type. Each version of content is defined by its own object including all references and metadata attached to that piece of information. Core components of the CLS support “work in progress” allowing for both, publishable and modifiable versions of the same content to exist simultaneously. Short term decisions to create a new product can be realized without delay. The underlying single source principle and the possibility for the authors to track and validate their documents in a central repository result in reduced redundancy.

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The Implementation

CLS introduced the centralized, single source database for reuse and repurpose of content. This includes the simplified handling of graphics and improved versioning of legal contents. Workflows were designed and implemented with corresponding automation in order to streamline every day usage and facilitate improved control over operating procedures and handling.

Existing data can be imported into the new system with a powerful import interface. The smooth transition of created content to existing or new publication processes are guaranteed by means of an interactive export user interface. In addition, the technical transition from SGML to XML format was achieved.

The Success

CLS immediately checks the validity of content and the corresponding links in order to prevent errors, thereby cutting costs for post production. This directly enhances the quality of the products. Simplified reuse and full support of the customer's business logic propel the generation of spin off products, thereby enabling CCH Australia to quickly address new customer demands and a wide variety of target groups.

Across the globe and time zones, precise planning and organization, on part of both CCH Australia and Attensity, led to successful completion of the project.

Next Steps

After many successful years using the software, CCH have decided to not only update to the latest version but will also integrate the solution further with the processes and surrounding applications. Starting in the second half of 2010 the project will be enhanced with the Ovitax Workflow Portal integration of CLS and the workflow engine "WorkPoint". This combination will allow to tune the system into the newly defined processes for event based publishing. Planning, automation and auditing capabilities of the integration will help in taking the next steps into future publishing demands.

About CCH Australia

CCH Australia is the leading publisher of Tax, Law, Accounting, Human Resources & Industrial Relations, Occupational Health & Safety, Financial Planning, Business Management and Superannuation publications. CCH Australia is a member of Wolters Kluwer nv, a multi-domestic publishing group active in 25 countries in Europe, North America and Asia Pacific.

CCH Australia has spent over 30 years assisting professionals to establish and maintain their practices and businesses. CCH Australia is renowned for the reliability of content, the breadth and depth of information provided, and customer service.

www.cch.com.au

"IT HAS BEEN OUR DREAM FOR MANY YEARS TO REPURPOSE OUR CONTENT FOR MULTIPLE AUDIENCES IN MULTIPLE PRODUCTS. CONVERTING OUR DATA INTO SGML FROM 1991 ONWARDS WAS A STEP TOWARDS THIS. TO TAKE IT FURTHER, WE NEEDED A SYSTEM THAT WOULD STORE PRODUCT NEUTRAL CONTENT AND WHICH WOULD ENABLE THE CONTENT TO BE READILY ASSEMBLED AND CUSTOMIZED FOR INDIVIDUAL PRODUCTS IN SUCH A WAY THAT ONCE CREATED, THE PRODUCT COULD EASILY BE MAINTAINED.

CLS FROM ATTENSITY ALSO GAVE US THE OPPORTUNITY TO INTRODUCE CONSIDERABLE PRODUCTION AND EDITORIAL EFFICIENCIES AND ALLOWED US TO TAKE ADVANTAGE OF FEATURES SUCH AS METADATA THAT WILL SUPPORT FURTHER PRODUCT DEVELOPMENT.

WHEN BOTH PARTIES ARE COMMITTED TO THE SUCCESS OF A PROJECT, TIME DIFFERENCES AND DISTANCE CAN BE OVERCOME OR EVEN USED TO ADVANTAGE - AT THE END OF OUR DAY WE COULD LEAVE ALL OUR PROBLEMS WITH THE "HEINZELMÄNNCHEN" AND FIND SOLUTIONS DELIVERED BY MORNING."

Elizabeth Lovell
Publishing Systems Development Manager at CCH Australia

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Attensity "Opens the Enterprise" to the vast source of customer and business insights hidden in unstructured data and found online and in company documents, applications, content and more and uses those insights to enable key business processes. We offer an integrated suite of business applications that apply patented semantic technologies for analyzing, interpreting and automatically processing the growing volume of unstructured data inside and outside your company. Our products enable existing business processes and provide business leaders, customer support personnel and customers with relevant and actionable answers fast.