

## Rapid Production achieves greater efficiency at lower cost

- TQC improves: 1R pours are 99-100% accurate
- **Requires less editorial proofing time**
- **Eliminates proofing round, which shortens schedules**
- Printer PDFs delivered to manufacturing within 48 hours of corrections

The chart below presents a slice of a six-month 25,000-page state edition, textbook customization project across four subject areas.

STATE EDITIONS		TRADITIONAL PRODUCTION		RAPID PRODUCTION		
Manuscript Batches	# of Pages	1R Error Rate	# of Errors	1R Error Rate	# of Errors	Total # Proofing Rounds
Textbook A	328	5.0%	16	0.0%	0	1
Textbook B	331	5.0%	16	1.2%	4	2
	1150	5.0%	57	1.3%	15	2
Textbook C	253	5.0%	13	0.8%	2	2
	488	5.0%	24	0.2%	1	2
Textbook D	271	5.0%	14	1.1%	3	2
	532	5.0%	27	0.4%	2	2
	543	5.0%	27	0.0%	0	1
	852	5.0%	43	0.0%	0	1
Total/ Average	4748	5.0%	237	0.5%	27	1-2

GOOD to GREAT

Using Rapid Production®, Saferock maintained an average 1R error rate of 0.5%. There were 27 actual errors over 4,748 pages. Traditionally with manual production, a 5% error rate, or 237 errors would be expected.

This extremely high accuracy for 1R pours yielded the elimination of an entire proofing cycle. It held significant benefit for editorial, production, and manufacturing. Rapid Production® enables consistent on-time delivery and total overall cost reduction.

## State Edition delivered to printer in seven days Saferock increases speed to market for custom book project

CASE STUDY TEXTBOOKS	PAGES	TRADITIONAL PRODUCTION		RAPID PRODUCTION			
		1 R Error Rate	# of Errors	1 R Error Rate	# of Errors	Total # Proofing Rounds	Production time (working days)
Case Study <b>2</b>	331	5.00%	16	1.20%	4	1	5

GOOD to GREAT

**Problem:** Based on sales data, a publisher decided on a Monday to create a custom edition of its basal product for one adoption state (331 pages). Time was of the essence in the drive to get the product to market, and sales wanted the state-specific edition at the printer within a week.

**Action:** Editorial worked hard to prepare the state-specific content, and delivered it to Saferock on Tuesday. National files were already with Saferock. After confirming what prototype pages to use, Rapid Production was applied on Wednesday. Files were proofread at Saferock on Thursday and low-resolution PDFs posted the same day for Editorial review. Editorial posted corrections the following Tuesday morning.

Thanks to Rapid Production, only 4 out of 331 pages (1.2%) needed to be touched at 1R.

**Result:** Final printer-ready PDFs were delivered to manufacturing within seven days of starting the project. The publisher was able to take advantage of the market opportunity and get the book in for state adoption in a timely manner.

Rapid Production's extremely low error rate made everyone's lives easier. With hardly any foul pages, fewer correction files to track, lower pre-press cost, this was a benefit to everyone involved, and Sales was able to go to market on an aggressive schedule.

Not only did this reduce overall workload, production costs were also lower because there were very few 2R corrections. So it was faster, cheaper, and more accurate!

## Eight State Editions completed in 6 weeks with Rapid Production Saferock increases speed to market for large multi-batch projects

CASE STUDY TEXTBOOKS	PAGES	TRADITIONAL PRODUCTION		RAPID PRODUCTION			
		1R Error Rate	# of Errors	1R Error Rate	# of Errors	Total # Proofing Rounds	Production time (working days)
Case Study <b>3</b>	1395	5.00%	70	0.00%	0	1	30

GOOD to GREAT

**Problem:** A publisher needed eight state editions created from its basal product (1,395 pages).

**Action:** Editorial prepared the content for the custom editions and delivered it to Saferock over a one week period. Using pre-existing national files, the first pass was prepared within a week of receiving all manuscript. For proofing, Saferock delivered composite PDFs (each page containing all eight state layers). This allowed Editorial to check the files more easily. Thanks to the high accuracy of Rapid Production, incredibly enough, ZERO page out of 1,395 pages ( 0.0% ) needed correction at 1R!

**Result:** Final printer-ready PDFs were delivered to the printers for all eight states within six weeks of beginning the project. Sales was happy to take advantage of this quick turnaround and seized the opportunity to present the books to eight states simultaneously.

Rapid Production's extremely quick and accurate turnaround helped the publisher succeed in an extremely competitive market. With zero corrections at 1R, there were no foul pages, no correction files to track, and no additional pre-press cost.

## Cost Comparison of Different Production Business Models

Rapid Production <sup>®</sup> matches offshore vendor costs, and total publisher costs are more predictable

We compare four different business models for production. The first three are Offshore, Hybrid, and Onshore, which use standard production methods to produce pages. The fourth is Rapid Production <sup>®</sup> where all work is done onshore using technology to automate book production and state customization.

The comparison uses two measures: the first measure is PUBLISHER TCO (Total Cost of Ownership), which consists of actual vendor charge plus internal expenses, using both soft and hard dollar costs for production management, editorial proofing and corrections, overtime, and travel and communications costs.

The second measure is PREDICTABILITY OF TOTAL COST AND DELIVERY. This evaluates predictability of total cost and file delivery. This is important for financial planning, for evaluating delays getting final files to manufacturing, and comparing plan versus actual performance.

VENDOR BUSINESS MODEL S	Measure ①					Measure ②	
	VENDOR CHARGE	+	PRODUCTION & EDITORIAL OVERHEAD	=	PUBLISHER TCO	RANK	PREDICTABILITY OF TOTAL COST AND DELIVERY
Offshore:	\$	+	0-\$	=	\$-\$\$\$	#2	DIFFICULT TO PREDICT  #4
Hybrid:	\$\$	+	0-\$	=	\$\$-\$\$\$	#2	SOMEWHAT PREDICTABLE  #2
Onshore:	\$\$\$	+	0	=	\$\$\$	#4	VERY PREDICTABLE  #1
Rapid Production <sup>®</sup> :	\$	+	0	=	\$	#1	VERY PREDICTABLE  #1

### EXPLANATION OF TERMS

**VENDOR CHARGE** : actual dollar cost directly charged by the production vendor.

**PRODUCTION & EDITORIAL OVERHEAD** : internal expenses for Publisher’s Editorial and Production Departments. This includes actual dollars spent as well as time, material, and soft-dollar costs in management, travel, and costs of error correction.

**PUBLISHER TCO (Measure ①)**: This shows the Total Cost of Ownership (TCO) to the Publisher. It represents the sum of VENDOR CHARGE and PRODUCTION AND EDITORIAL OVERHEAD costs.

- Green least expense
- Yellow moderate expense
- Red highest expense

**TOTAL COST AND DELIVERY (Measure ②)**: This indicates how reliable the total cost and delivery estimations are, by business model. This shows the variance between Plan and Actual.

- Green highly reliable
- Yellow moderately reliable
- Red least reliable

## Rapid Production vs. XML

BENE FIT	RAPID P RODUC TION®	XML
① Not limited to DTD's, which can break	Yes	No
② Can do multiple pours on each page, and <b>update only specific text and art boxes</b> that need to be changed	Yes	No
③ Full Application Automation: Controls application to create custom layers, custom style sheets, custom state- <b>specific spot colors, annotated layers,</b> image imports, layouts, soft-proofs, printer-ready PDFs, and tech deliverables	Yes	Manual
④ Doesn't change how Editorial works today	Yes	No

This is a comparison of Rapid Production versus XML production. Benefits from Rapid Production versus XML are as a result of:

- ① There's no DTD that can break with Rapid Production. Rapid Production is simpler to work with, as it has no DTD.

Rapid Production is easy to understand for both Editorial and Production. It is a more natural process for book production, where design is integral to the product.

- ② Rapid Production can do multiple pours on each page, and update only the text and art boxes that need to be changed. XML works differently.

This enables greater flexibility with Rapid Production.

- ③ Rapid Production allows for full automation. **The process controls state-specific custom layers, creates state-specific style sheets, custom spot colors, soft-proofs, printer-ready PDFs, and simultaneously generates tech deliverables.** XML's main objective is to automate page pour and help tag content.

This leads to faster turnaround and less manual intervention when doing K-12 book production with Rapid Production versus XML.

- ④ Rapid Production doesn't change how Editorial does work today.

This makes it easier for Editorial to ramp up to Rapid Production than to XML.