



# Selected Projects



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## Product Development & Strategy:

### Ex5. Executive Strategy

**Situation** A provider of educational material, including technology products and textbooks, needed to control costs and improve efficiency. Executive management wanted a new approach to cut costs without losing efficiency.

**Approach** Our approach was to work with the President and CFO to review the company's P&L. We engaged with Project Directors to prepare a detailed ROI analysis and prepare a proposal for improving margins.

**Result** We were able to 'Near-source' the project, take over key staff, and successfully engaged in a fixed-price contract. We delivered 18.4% in savings with EBITDA impact.

### Ex6. Executive Strategy

**Situation** A national provider of content, testing, and training services with presence in over 30 states needed a new strategy to repurpose and effectively deliver its content to new markets. In order for the company to maintain competitive advantage, this new solution had to be engineered within 6 months.

**Approach** Our approach was to engage with the President, COO and several Executive Directors for a company-level P&L review. We followed up with detailed program plans for a new product introduction.

**Result** We successfully solved the technology problem to allow solution delivery within 6 months. The solution 'refreshes' the client's existing assets and distributes them over a new service delivery environment.

## Print Projects:

### Ed4. Catalog Production

**Situation** One of the most recognizable names in the art world, with offices in four continents, wanted to automate production of their museum quality catalogs. In particular, they needed an efficient procedure for making last-minute changes.

**Approach** Our approach was to create a software system to allow artists to seamlessly flow copy and images from their databases and complete the catalogs. The system allows copy and images to flow into all boxes electronically and automatically. As a result, catalogs were finally being completed on time, consistently and accurately.

**Result** Our client can now successfully produce over a thousand catalogs a year with high speed and extreme accuracy. They currently use our system successfully in four countries. 100% ROI was achieved within the first nine months.

### Ed5. Custom State Editions

**Situation** Based on sales data, a publisher decided to compete for a state adoption that was coming up very shortly. 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.

**Approach** On Monday, the publisher decided to create a custom edition of its basal product for a specific adoption state. The client's Editorial delivered state-specific content which was combined with the National edition. After confirming the prototype pages, Rapid Production® was applied. The files were proofread at Saferock and PDFs were posted the same day for editorial review. Editorial made corrections and final pages were delivered the following morning.

**Result** Final printer-ready PDFs were delivered to the 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 within one week. With hardly any foul pages, fewer correction files to track, and lower pre-press cost, Sales was able to go to market on an aggressive schedule - ahead of the competition.

### Ed6. Custom State Editions

**Situation** Due to extreme market competition, a publisher needed to be more competitive in several states in a short amount of time. To do this, the publisher had to generate eight customized state editions from its basal product within six weeks.

**Approach** Editorial prepared content for the custom editions and delivered it to Saferock. Using pre-existing national files, the first pass was prepared within a week of receiving the manuscripts. Composite PDFs were used for proofreading, which allowed Editorial to check the files more easily. Thanks to the high accuracy of Rapid Production®, zero pages 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 from the beginning of the project. Sales seized the opportunity to present the books to eight states simultaneously. Rapid Production's quick and accurate turnaround helped the publisher win market share in an extremely competitive market.

## Ed7. Test Prep State Editions

**Situation** A national publisher decided to market their flagship product in eight new states for six different grades, in both Mathematics and Reading. However, creating these 96 new titles in the course of a standard production season posed a significant challenge.

**Approach** The publisher's development team used InCopy in their editorial workflow. Our approach was to couple their InCopy workflow with Rapid Production® to meet the strenuous schedule. The InCopy manuscripts were used to create a seamless workflow with Rapid Production® automation.

**Result** The result was all 96 titles, each a 200+ book, were customized for 8 different states and delivered to the sales force ahead of schedule. Due to this initial success, the program is being expanded to grades 9–12.

## Ed8. Summer School Program

**Situation** A publisher developed a supplemental school program incorporating new and existing materials from several series. As part of the development cycle, existing materials had to be updated and improved, revising all copy and updating legacy files.

**Approach** We utilized Saferock's Content Input Program to gather all of the pieces from different publications, including new copy and images, to create the final product accurately and on time.

**Result** This resulted in all delivery deadlines being met for seven grades including supplemental print and CD-ROM products, allowing the publisher to enter the market ahead of competitors.

## Ed9. Custom State Editions

**Situation** A publisher need to quickly and accurately create over three thousand individual covers with different ISBNs and state-specific correlations charts for one of the largest Mathematics series in the nation.

**Approach** This unique problem required automated production with extremely high accuracy. Exact Editorial information was placed onto the page, with no human interference. Additionally, the CIP was altered to work with an existing editorial standards database to carefully create correlation charts for over three thousand different configurations.

**Result** Saferock was able to meet all deadlines. Our proprietary technology enabled Editorial and Production to work smoothly, and complete the work rapidly and accurately with cost efficiency.

## Ed10. Bilingual Childrens Books

**Situation** A successful publisher of children's books wants to create bilingual (Spanish-English) editions of an existing series of high interest children's books. The goal was to pick up the pre-existing english content, add the bilingual copy and modify the design accordingly.

**Approach** The project team included editorial, design, translation, and production teams. Spanish text is longer than the English text equivalent, so existing design elements had to be reworked to fit the Spanish content. The design elements were adjusted on a custom basis from page to page to maintain the integrity and balance of the books.

**Result** 96 titles were successfully completed for a total of almost 3,000 bilingual pages over a 4 month production cycle. All deadlines were met, allowing the publisher to launch the new bilingual series on time.

## Ed11. Custom State Editions

**Situation** A publisher decided to customize their basal titles by adding state specific sections to each title. The programs included social studies, mathematics, literature, and language. The elements consist of state standards correlation and sections designed to highlight unique aspects of the state.

**Approach** The publishing plan outlined customizing their entire line of social studies and english texts, for grades 6–10. Our approach was to use Rapid Production® to process and organize the art, editorial, and state-specific matter into an automated production workflow. Roughly 30 basal books were customized in a consistent and methodical process, assuring high levels of accuracy and quality.

**Result** Rapid Production® enabled the publisher to compete successfully in several open territory adoptions.

## Ed12. Standard Production

**Situation** A textbook publisher wanted to produce a set of Algebra titles in their signature series. Saferock had recently produced the same series for lower grades, but had to redesign the elementary appearance to a style appropriate for middle school-aged students.

**Approach** Having knowledge of the existing layouts used in the previous versions, Saferock worked with the publisher's design team to develop 6 different page designs. The desired page design was then referenced in the manuscript for the compositor. Saferock created production templates and style sheets from the design samples and established a workflow.

**Result** Saferock produced the Algebra book set in the publisher's signature series. The new design was refined during the production process and the page templates expanded to include 3 more page styles. All deadlines were met and the books printed on time.

## Ed13. Basal Textbook Series Production



**Situation** A basal textbook company came to us with a major program revision. They wanted to take a 10-year-old design and replace it with a brand new look, while preserving some content and majorly revising other content.

**Approach** Our approach was to first develop a workflow that would revise their basal program most efficiently. We were able to preserve the desired formatting and features. Due to the advanced-level and specialized content, we made it a priority to work closely with their editors to accommodate their needs. We developed a method of preserving certain symbols and styles, then converted them to the new equivalent style within the new design.

**Result** By working closely with editors, we created InCopy templates from the new TE wrap design. The revision was completed with all ancillaries including a new Teacher Wrap edition.

## Ed 14. Traditional Print Production



**Situation** An editorial content development company was partnered with an off-shore production house to offer full service production services to publishers. A publisher obtained rights to a program with incomplete archives, missing image and application files. Their main content source were the print ready PDFs, which existed domestically and which were still readily available. This created a project requiring new templates and design guidelines encompassing all aspects of page layout and art specifications, based solely on analysis of the existing PDFs. The grades K–5 project was started using the offshore vendor however, it became very apparent at the first pass that the undertaking required more than the offshore production house could provide. Saferock was approached to fix the entire program, streamline all of the existing and new templates, and complete the entire K–5 program in 6 weeks.

**Approach** Saferock immediately audited what was available and what needed to be created. We then looked at the templates that had been created by the off-shore vendor and modified every design element for each grade to make the new product match the existing PDF exactly. After a thorough approval process, we then began a 24/7 production process which produced the 1000+ pages of content within weeks of the launch.

**Result** The program was produced on schedule and delivered to the printer on time. Once all approvals were made on press, the program was then completely archived and shipped to the publisher within 2 weeks. Saferock also archived a copy of the program on their servers, available at any time as a courtesy to their clients.

## Digital Products:

### Ed15. IWB Gr 6–8 Mathematics



**Situation** A publisher wanted to create an attractive IWB (interactive whiteboard) content based on an existing series of successful print products. The series consisted of multiple lessons over 3 grades for a total of over 3,000 pages.

**Approach** The options for interaction when using a white board are vast. We proposed taking their content, coloring certain elements in exercises, then pull apart each lesson to expand it. Audio was added to the exercises for ELL students and other interactive elements were created, such as games and different manipulatives. Lessons were converted for the IWB, along with assessment and interactive games that challenge the student beyond the lesson.

**Result** We successfully converted an existing series from B/W printed pages to vivid four-color material suitable for IWB and online instruction. Additional games and student manipulatives were created for online and IWB use.

## Ed16. Interactive Elements for Web & IWB, K-12 Mathematics

**Situation** A publisher needed to create a set of 20 interactive math objects for an existing product that would be used for both classroom independent study and Interactive Whiteboard. The project's tight budget only allowed for the objects to be created for one media.

**Approach** We were able to create objects that would function as well in either environment; on screen, and on the much larger interactive whiteboard.

**Result** All deadlines were met, and the program was completed within the original budget.

## Ed17. IWB K-12 Science

**Situation** A publisher who wanted to begin creating products for the interactive whiteboard market, needed to create an highly interactive prototype to understand the possibilities of what can be done on an interactive whiteboard, utilizing their vast array of existing content. The publisher provided Saferock with existing video clips, audio clips and imagery from their library.

**Approach** Saferock created a plan with the publisher to adopt IWB as part of their publishing plan for many of their materials. We introduced pedagogical considerations and demonstrated multiple interactive samples to display to the publisher various ways to build for the new interactive whiteboard environment. With this approach the publisher was able to view and understand how the whiteboard can become part of their offerings.

**Result** Saferock was able to help the publisher to build a clear path for adding IWB materials to their upcoming projects. The publisher was able to use the plan that Saferock built, and they were excited about engaging Saferock to execute the plan.

## Ed18. IWB Gr 6–8 Mathematics

**Situation** A major national publisher wanted to create Smart Notebook lessons, based on existing print materials, to be tested in a live classroom setting. Along with the existing print material being displayed, the publisher also wanted to incorporate manipulatives, using tools in Smart Notebook and using outside components, such as Flash.

**Approach** Saferock was provided with TE and SE content, all to be included in the lesson. A user interface was designed and lesson elements established for both student- and teacher-specific content. Saferock then formatted the content and created IWB lessons that included Teacher Notes, Additional Examples, Example Answers, answer reveals on all questions, and manipulatives which allowed students to use interactive objects to model mathematical concepts.

**Result** The publisher was able to conduct live tests in active classrooms, where the results were used in conjunction with an annual national conference. The live testing also gained useful student and teacher information on interactive elements, whiteboard features among different manufacturers, and adjustments in pedagogical lesson content when taken from the textbook to the whiteboard.

## Ed19. IWB Gr 6–8 Mathematics

**Situation** A supplemental publisher obtained a previously developed Mathematics Interactive Whiteboard Series containing heavy character based content. After a thorough assessment of the material, the characters and storyline were strong enough to develop an entire animated series around the core mathematics concepts being taught.

**Approach** Saferock laid out animation scenarios at different price points and at different levels of interactivity. We also looked at the market for animation and how they're used and received in an educational environment, both from student and teacher perspectives. With multiple levels of development laid out, the publisher was then able to determine what type of product would best fit their budget in the markets they were targeting.

**Result** The custom development scenarios created a robust product that utilized every aspect of multimedia in today's classroom. The core content was kept intact but was then supplemented with an animated element which engaged students in a progressive storyline surrounding different aspects of mathematics.

## Ed20. IWB K–12 Literacy

**Situation** The marketing department for a national publisher, who grossed over \$3 billion in sales, was testing IWB content in a major Texas school system. They wanted to expose IWB product to the schools and teachers while also exposing their own marketing and sales staff to this exciting new medium.

**Approach** The marketing departments were broken into 2 groups, K-5 and 6-12. Saferock worked with both groups to take existing print product and developed a highly graphical set of IWB lessons. We dissected each lesson and pulled out graphical elements for each individual literacy lesson. We then developed activities utilizing the tools built into the manufacturer's IWB software.

**Result** The IWB lessons were showcased at the publisher's national training seminars and used in Texas schools as a pilot program. The publisher had a complete representation of their literacy products from K–12.

## Ed21. IWB 6–12 Algebra

**Situation** A supplemental textbook and educational manipulative materials company wanted to take a successful hand-held exercise from the desk to an Interactive Whiteboard medium. The challenge was displaying the 3 dimensional figures in a simulated 2.5 dimensional on-screen display. A number of challenges came about when modeling the prototype.

**Approach** First, we developed a prototype in a neutral medium which used the pieces and environments provided by the existing manipulative. The project was then adapted for the whiteboard manufacturer's software. We crafted another prototype using the same elements, but with the functionality of the whiteboard software.

**Result** The figures, question sets, and answer keys were all displayed on screen. The user was able to drag, rotate, flip, and place the blocks in the space desired, while switching boards, depending on the parameters for each question.