

PROGRESSIVE PREMEDIA
OUTSOURCING



Tegra[®]



SYNOPSIS

Premedia offshoring is the productive collaborative effort that has taken root in the premedia market over the past few years. In addition to expounding the advantages of premedia offshoring, it is imperative to study the pitfalls that are associated with this business phenomenon in order to profit from its strong points and use it to complement your business model.

THE FOREWORD



Premedia offshoring is the most prolific and evolving corporate initiative adopted within several publishing houses in recent times. This initiative is proving to be the best bet in terms of enhancing operational efficiency and reducing premedia production costs. The use and success of premedia offshoring has grown manifold over the past few years. The advances in capabilities and skills, combined with growing operational efficiency, are expected to continue driving extensive adoption of this initiative by large and mid-sized publishing businesses. While taking into consideration the numerous accomplishments of premedia offshoring, we cannot overlook the fact that it is more than just the exchange of knowledge and expertise – it is also a primary mechanism for creating and strengthening business relationships.

THE POSITIVE SIDE

Going offshore can translate into saving of publishing production costs; especially so, when the market is on a downturn. With the growing popularity of seamless information transfer methods, premedia offshoring now offers several innovative processes of working in tandem across seas and borders. Although cost advantage is the principal benefit, premedia offshoring brings to table other tangible benefits such as productivity gains, production during off-hours, high quality deliverables, extended premedia teams and revenue catalysing benefits in the form of new ideas, innovative design flavours and most importantly the reliable knowledge base and expertise of the service provider.

Offshoring is not merely a cost-cutting venture, but undoubtedly results in better utilisation of time and resources. The routine business functions of an organisation are executed offshore enabling the company to focus on its core functions. Offshoring provides the right combination of people, processes and technology to operate effectively in the global market place with timely usage of resources and budget.

BENEFITS OF OFFSHORING

- ◆ Focus on core business
- ◆ Cost advantages
- ◆ Efficient time management
- ◆ Flawless and impeccable quality
- ◆ Proactive problem solving and innovation
- ◆ Faster delivery of the project
- ◆ Reduced investment in fixed infrastructure
- ◆ Long term relationship with world class service providers
- ◆ Manpower and training cost reduction
- ◆ Control on strategic decision making
- ◆ Reduce overall management burden

Premedia offshoring assuredly proffers these benefits to you and promises you further productivity and advantages as you progress in the relationship.



THE OTHER SIDE OF THE COIN

While it is a guaranteed fact that offshoring brings in lot of advantages, the benefits are dependent on the pragmatic choice of a vendor. The following can be some of the shortfalls that need to be steered clear of when choosing a vendor:

- ◆ Lack of planning and project management skills
- ◆ Lack of appropriate performance measures
- ◆ No clarity with the requirements of the projects/
Lapses with communication?
- ◆ Hardware / software inadequacy
- ◆ Lack of domain experts to execute the project
- ◆ Lack of quality control measures
- ◆ Delays in delivering the project/Poor time management
- ◆ Lack of experienced workforce
- ◆ Lacking in internal communication/co-ordination?
- ◆ Insufficient or lack of data security
- ◆ Ambiguity regarding intellectual property rights
- ◆ Non availability of disaster recovery methods
- ◆ Risks in network security and defective servers
- ◆ No clear-cut personnel management procedures

As the above mentioned aspects clearly indicate, offshoring has the same amount of risks as the benefits it can offer. A judicious strategy that can be adopted would be to go offshore progressively. A majority of the shortcomings can be identified only as time progresses into a business relationship. Approaching the vendor for an initial minor project, subsequently judging the strengths and weaknesses and thereupon entrusting an upgraded role for the vendor will be the prudent approach to premedia offshoring.

GO OFFSHORE — PROGRESSIVE PREMEDIA OUTSOURCING

The most important component of any offshoring engagement is the establishing of mutual trust and confidence in the business relationship. It is important for both the publisher and the premedia service provider to understand each other's working style, processes, delivery mechanism and then fine-tune a workflow that will result in WIN-WIN collaboration. Have a look at the model provided below.

S. No	Step	What is to be offshored	What is to be observed?	Who controls the project
1	Testing	Test the service provider – Instead of merely going by the marketing collaterals, client portfolio and samples of earlier work, it is wise to test the service provider and determine their adaptability to your business landscape.	Assign the service provider to work on a few samples of your project. Test the provider's technical capabilities, turnaround times, deliverable quality and communication mechanism.	Publisher
2	Low Value – Low Priority Assignments	The best way to mitigate the risks associated with costs and urgency is to offshore low value, low priority assignments. Image clipping, retouching, masking etc could be used for trial.	Monitor if the provider is displaying an increase in operational efficiency. Is the turnaround time coming down? Is the quality of deliverables improving?	Publisher
3	Low Value- High Priority Assignments	If you are happy with Step 2, then you should consider offshoring high priority assignments. Layout and design of pages, colour correction of images and so on.	You should observe if the provider is able to meet your deadlines. The most important thing at this stage is to gauge if you can engage them for the next level of assignments.	Publisher
4	High Value – Low Priority Assignments	By now you would have developed a fair level of transparency and you are sure about the confidentiality of the information. Consider using the service provider to provide content for your publication. You should review whether content acquisition, content development, formatting and all other premedia work can be done by your vendor.	This phase will give you a clearer understanding of the vendor's domain expertise, innovative capabilities and most importantly, reliability. Since the project in question is of high value, the project management has to be a joint effort.	Collaborative effort
5	High Value High Priority Assignments	This phase will only occur if the vendor has been performing consistently and exceeding your expectations through all phases. All you need to do is to float the concept and wait for the print ready files from your vendor.	Trust us, if you have followed what we have suggested above, you will see a deliverable which is better in quality, cost effective and in a lesser time.	Vendor

CONCLUSION

In the process of applying this business relationship model, you would have zeroed in on a vendor who churns out the benefits cited by us and more and also mitigates all the risks. If you wish to study this concept in detail, we urge you to read our white paper on Co-Operative Premedia Partnering.

If you are looking for one such vendor, we are proud to present ourselves – Tegra Premedia.

Tegra's approach of partnering with the clients and offering customised services spanning the entire board of premedia services has emerged as a winner in client acquisition and also as a client retention scheme.

ABOUT TEGRA

Tegra is a dynamic premedia services provider based in India. With a state-of-the-art development centre in India, Tegra significantly leverages the proven offshore delivery model to provide world-class prepress and premedia services to our clients, who are predominantly leading publishing houses spread across the continents. Tegra partners with clients to offer customised prepress and premedia services. Our extensive domain knowledge, strong technical know-how, well defined project management and efficient workflows adhere to industry standard best practices. We use time tested processes and tools to create high quality visual content, which are then available for cross-media integration using various industry standard workflows. Tegra's marketing strategies bank on assured shorter time to market and direct cost benefit to our clients.



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