

# Tegra<sup>®</sup>

THE IDEAL WAY  
TO SPREAD  
PREMEDIA COSTS



*Retail Model*

Innovation & Performance

TEGRA'S  
RETAIL MODEL



## OVERVIEW



Tegra Premedia adopts a unique engagement model called the 'Retail Model'. Under the Retail Model, Tegra executes the engagement in such a way that your premedia development cost is spread over a longer period of time.

## THE FRAMEWORK

Tegra deploys a unique delivery framework better described as the C3 model. The C3 model involves the below mentioned stages

### COMPREHEND



During this phase, Tegra's team conducts brainstorming sessions with your team. The team gathers all salient information with respect to the concept of your publication (entertainment/educative/reference etc.), the demographics of your target audience (children/middle-aged readers/professionals etc), their preferred reading habits (print/Web/mobile), geographical location (Americas/English speaking Europe/Non-English speaking Europe), type of audience (homogenous/heterogeneous), language and so on. Tegra records the excerpts of the discussions and suggests a plethora of options available to move your publication to market. The concept is yours and the approach is ours.

# THE FRAMEWORK

## CONSTRUCT

The Construct phase is when Tegra translates your concept into reality. Tegra owns up all the functions of premedia development such as content research, content acquisition and generation, in addition to tasks such as content repurposing, proof reading and editing. In supporting a project from start to finish, ideas need to be represented, integrated and culminated seamlessly into deliverables using cutting-edge tools and the artistic inputs of the people resources. Banking on the two main types of infrastructure mentioned above, Tegra creates an all-inclusive range of visual content, from fine art or schematic drawings to computer-generated imagery. The visual supplements such as illustrations in any medium, vector drawings, photography, navigation, downloads, audio, video casts and so on are developed at Tegra. The final publication is packaged into an integrated product and published for deployment. The artefacts of the Comprehend phase are used to construct a premedia solution to accomplish the intended objectives. During this phase Tegra extensively leverages the experience of developing intuitive and effective premedia solutions for global clients. All the development work will be carried out at our Advanced Development Centre (ADC). The investment from your end will be very minimal covering certain basic expenses.





ADVANTAGES  
ADVANTAGES  
ADVANTAGES

## THE TEAM

### CONTROL








The final phase or the Control phase aims at a quality assurance mechanism using a first level user testing routine . The publication is released to a sample group with similar characteristics of your identified target audience. The feedback provided by the sample group is collected, recorded and analysed. In case the publication needs minor edits, Tegra will accomplish the same. Once the publication is released to the market, Tegra works closely with your team to track the sales and send the bill accordingly. Annual edits, minor modifications and additions can be executed at Tegra with no further obligation.

### THE TEAM

Tegra engages a dedicated team at our ADC campus in India, headed by a team leader (TL). The TL is responsible for day to day monitoring of the team activities and interfacing with your team and project manager. The TL works under the supervision of the Delivery Head who acts at the second level of escalation. The billing is proportional to the number of books sold (royalty fee option). This way your investment is spread over time.



## KEY HIGHLIGHTS OF RETAIL MODEL

-  **Minimal initial development cost** – You will bear only certain minimum expenses related to premedia development.
-  **Risk mitigation** – Tegra will share the risk with you through the royalty fee option.
-  **Opportunity to build long standing relationships** – As the partnership progresses, Tegra will have a better picture of your expectations and hence produce for you products that will improve sales.
-  **Comprehensive premedia development** – Tegra will take ownership of all premedia developments. You will give us the basic inputs and leave the rest to us.
-  **Billing proportional to the sales** – This will help you spread your premedia development costs over a period of time.
-  **Low delivery times** – Tegra will act as an extended premedia arm of your organisation. This will drastically reduce the time to develop your products.
-  **Reduced time to market** – On account of Tegra's experience in providing best of breed premedia services to global publishers, you will benefit from our best practices and standardised processes.



# Tegra<sup>®</sup>

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