

Turnkey Model

ENGAGEMENT PROPOSITION FROM TEGRA



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SYNOPSIS

The Turnkey Model from Tegra is a definitive value addition to engagement management.

The most important facet of this model is that it is a comprehensive venture aiming to further strengthen the relationship between the client and Tegra. And its primary offering is end-to-end engagement management.

OVERVIEW

Tegra Premedia, a leading provider of world class premedia services offers its clients a comprehensive engagement proposition.

We call this our Turnkey Model.

Under this model, Tegra will partner with the publisher to provide a complete range of premedia services including prepress, Web and cross media services.

To take it further, we also envisage the next step and suggest proactive schemes for projects.

The variety of concepts and ideas, the brilliance of the visual, the aptness of the text, the precision of technique, the uncompromised quality and of course, the value for money offered are some of its focal features.

Since the key to success in the premedia domain lies in how the whole package is presented, we offer our Turnkey Model as a solution.

Our experts could suggest future marketing or business strategies based on a comprehensive study of the client base and market survey.

The additional benefit is that we could make our proposals operational too since our core business is essentially a one-stop shop for premedia.



Key Components

OF THE TURNKEY MODEL

1. Conceptualisation

The publisher provides the titles and the target audience.

Tegra determines the concept and the approach to be adopted.

The approach is a mix and match of print, Web and cross media versions of the publication.

Let us examine some scenarios to clarify the scope of conceptualisation under the Turnkey Model:

- For publishers targeting the readership base of serious professionals, print is suggested with added specifications to address the subject matter and their specific requisites.
- While aiming to reach the demographics with wider Internet usage, an online version of the publication is bound to work wonders.

- When the target audience is kids, suggestions of animation and interactive Web pages would do the trick.
- For product manuals, a simulation of the product functioning would certainly add value.
- In case the subject matter is cookery, a video of the culinary process would enhance the product.

2. Content Development

Premedia is the continually expanding platform where text and graphics are amalgamated using high definition tools and well honed creative insight.

The primary function of the editorial is content research, content acquisition and generation in addition to tasks such as content repurposing, proof reading and editing.

At Tegra, content development and content-related services are provided after being ratified by domain experts and editorial consultants.

Specialised domains like subject research, creative and technical writing, translations, editing, proof reading and updating of content are some of the value added functions offered in the area of content development.

Stringent quality assurance is the mantra behind world-class premedia services and deliverables which are guaranteed as a part of this service offering.



3. Design

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 can create an all-inclusive range of visual content, from fine art or schematic drawings to computer generated imagery.

Our talent pool is exceptional in these domains.

Our creative scope extends to the phases that constitute premedia like design and layout. A broad division of the various media we create designs for is listed below:

Print – Page design, layout, cover design are the important facets covered under designing with regard to print.

Web – Technical architecture forms the crux of the Web-based designs.

Cross media – Functional architecture in addition to technical architecture is the base for Cross media.

4. Aids

For print – illustrations in any medium, photography etc.

For Web – navigation, downloads etc.

For cross media – audio, videocasts, Multimedia etc.

5. Intergration

Integration of the content and design to form a functional and aesthetic layout in the chosen form of communication is a vital step in the process.

Stringent quality checks are conducted on the creative content, and following approval, it is digitised and integrated into a layout ready to be printed or communicated.

Text and graphics are adapted according to the chosen media's requirements and specifications. Options for integration extend from conventional media such as print to new media like the Web, eBooks, Multimedia, mobile phones etc. and is carried out in accordance to the client's brief.

6. Quality Assurance

The quality assurance team plays a significant role in ensuring that every project on the production floor adheres to client specifications as well as international standards and operates as the first level of end-user testing.



Fundamental Focus

OF THE TURNKEY MODEL

Quality, Integrity, Reusability and Convertibility form the four pillars of our Turnkey Model and is the perfect solution for publishers looking for effective and innovative means of enlarging their global reader base.

QUALITY

Stringent quality check is Tegra's assurance. At Tegra, we follow a three step review to ensure quality. Our QA team reviews the project after it has been verified by both the person executing the project and their peers.

INTEGRITY

Data security and content privacy is taken very seriously at all stages of the project.

Clients are guaranteed confidentiality of idea, content and design throughout their interaction with Tegra and afterwards too.

REUSABILITY

Tegra can reuse the various components such as content, design, aids etc to address a newly-extended readership base or repurpose the content and design to suit a recently introduced medium or technology.

CONVERTIBILITY

Technological advancements provide the choice and flexibility of various media and it becomes necessary to convert the existing project to keep abreast of the market trends and capture readership.

Convertibility and technical adaptability is vital to keep up with the ever progressing media innovations.



Other Value Added Services

TEGRASTORE



TegraStore is a service that enables its clients to store their information safely and effectively.

Tegra has conceived this system with the objective of facilitating problem-free information management for publishers.

Unlimited storage, data privacy, secure access and cost benefits are some of its main features.

TEGRATIFY



TegRatify is an exclusive service offering with audit and ratification as its main facets.

Audit is carried out according to client specifications encompassing image, design, editorial services and miscellaneous functions.

And the findings are ratified by domain experts and editorial consultants and conveyed to the client with utmost confidentiality.



How Do We Do It?

At Tegra, we have devised two approaches to provide end-to-end engagement management to our clients.

Co-operative Premedia Partnering (CPP) is an effective corporate initiative, combining the in-house creative skills and the expertise of the external partner in matters encompassing the whole gamut of premedia solutions.

Read our white paper on Co-Operative Premedia Partnering.

Tegra's unique Offshore Delivery Centre (ODC) model provides a dedicated premedia team offshore to ensure low cost production whilst providing access to best of class talent.

Read our white paper on Offshore Delivery Centre Model.

CONCLUSION

At Tegra, we value our relationship with the clients to the extent of proactively devising the course of action for them.

These business propositions span various options such as content repurposing, translations, storage, auditing, identifying cross media options etc.

In other words, Tegra guarantees end-to-end engagement management...and beyond.



Tegra®

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Tegra Premedia Private Limited

1-1-60/5, Fourth Floor, RTC Cross Roads,
Hyderabad - 500 020, A.P., India.

Phone : +91-40-6644-1010

Fax : +91-40-6644-1020

