



# TOPPAN

TOPPAN BEST-SET PREMEDIA LIMITED

## Case Study

### SNP Best-set Deploys SDL's XPP to Take Journal Publishing to a New Level

Toppan Best-set Premedia Ltd is a subsidiary of Toppan Leefung (Hong Kong) Limited which is wholly owned by Toppan Printing Co. Ltd, Japan. It is one of the leading prepress and printing service providers in the global market, with clients in Europe, the United States and Asia. Toppan Best-set supplies a comprehensive range of services for publishing and printing, in particular journals and books.

SDL SOLUTION:

SDL XPP

# Case Study

Toppan Best-set is headquartered in Hong Kong, with production facilities in Guangzhou and Changsha, China. Their staff of 400 produces over 650,000 finished pages for publication annually in the STM market. Publishing and printing services range from project management, copy editing, typesetting, and imaging to eproducts deliverables, as well as printing and binding. Customers include Elsevier and Wiley-Blackwell, to name a few.

Toppan Best-set's complete system is designed to meet the needs of journal customers. Journals are developed as a series of articles by staff and outside contributors for the journal publisher. These articles can be written with a variety of tools, from handwritten text, to automated manuscripts in Word or, in some cases, XML formats. The articles are then reviewed by the journal publisher and are typeset. From the typeset manuscript, they are reviewed, edited and given final approval. Once approved, they are assembled into a journal, paginated, and produced. The entire publishing process can often take up to four days to complete.

## The Business Challenge

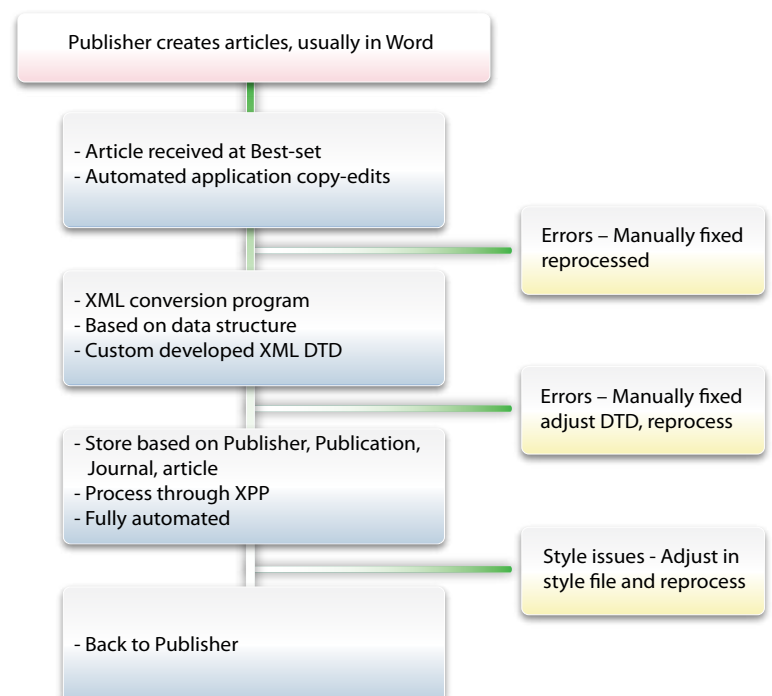
Toppan Best-set determined that in order to meet the needs of journal publishers, they needed to provide a solution that offered both speed and quality. In today's fast-paced business environment, one key strategic advantage is delivering the most current, accurate and timely information possible. To do this, journal publishers are demanding faster turnaround times for both article production and publishing output. Toppan Best-set was looking for a way to automate production, which in turn would allow them to shorten the window from creation to final delivery.

## The Solution

Toppan Best-set implemented a highly automated Journal Article Production system using SDL's XML Professional Publisher (XPP) software. The goal was to provide more efficient composition of journal articles, as well as the assembly of these articles into complete journals for print and Web distribution.

As an Asia-based company, Toppan Best-set is able to take advantage of a time zone that puts them, on average, 8 to 12 hours ahead of its customers. This provides a comfortable window in which a publisher can develop a manuscript, complete it by 5 p.m., send it to production, and have it returned and ready for review the following morning. With SDL's XPP system, Toppan Best-set was able to meet these automation needs

### Best-set Production Flow



The system has three major components: a stage that analyzes the data for style and linguistic correctness, a conversion program that converts the data to a valid XML structure based on client schema(s), and an automated composition and management process based on customer, product, journal and article. The process is completely automated to the point that the only manual processes in the system are exception handling and quality verification.

The system enables Toppan Best-set to automatically render source XML and non-XML content into finished materials in print, PDF format, and e-products. Using the XPP XyView interactive workstation, users can make changes and recompose only those lines or pages where changes are required. Toppan is able to utilize SDL XPP's ability to publish in multiple languages (including Traditional and Simplified Chinese) - a key benefit of the SDL XPP solution.

## The Results

The system has been in full production for the past four years, with new publications added monthly. After a small investment in time to set up the fully automated system, Best-set has seen production time cut from four days to just a couple of hours for processing complex articles and graphics.

With journal production now in full swing, Best-set has implemented a similar automation program for the production of scientific educational textbooks. SDL XPP has enabled this high level of automation through its powerful logic-driven pagination. By adding a high level of intelligence to the page-making process, Best-set is able to produce completely paginated articles and journal booklets, including complex tables, graphics, and mathematical formulas. This creative use of technology, combined with a highly skilled technical staff has allowed Best-set to remain competitive, while expanding into new markets.

## Challenges

- Faster turnaround time for article production and publishing output
- Inefficient desktop publishing platform

## Featured Solution

- SDL XPP

## Results

- Production time has been cut from 4 days to just a couple of hours for complex articles and graphics
- The company has been able to remain competitive, while expanding into new markets

SDL is the leader in Global Information Management solutions. SDL's solutions increase business agility to enterprises by accelerating the delivery of high-quality multilingual content to global markets. The company's integrated Web Content Management, eCommerce, Structured Content and Language Technologies, combined with its Language Services drive down the cost of content creation, management, translation and publishing. SDL solutions increase conversion ratios and customer satisfaction through targeted information that reaches multiple audiences around the world through different channels.

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