

## Introduction

A new era in publishing is upon us and with it comes new tools, techniques and processes. But how does a publisher migrate decades of established production systems and procedures to new tools and techniques while maintaining control of the print business that pays the bills? The answer is simple: **collectionPoint<sup>®</sup> 2.0**.

In today's world *eBooks* and digital formats are taking hold in the marketplace, yet there is still not enough traction to change the priorities of the industry. In the U.S. alone, eBook retail sales are on track to reach \$100 million in 2008 with year-to-year relative growth running between 30 to 50%; but that is less than 0.5% of overall book publishing revenues. For most publishers it makes little sense to invest the tens or hundreds of thousands of dollars in technology and infrastructure to meet such a relatively small demand. As such, many have opted for a "wait and see" attitude when it comes to their digital publishing initiatives.

At *codeMantra (cM)* we don't believe that such procrastination is neither necessary nor wise. Publishers large and small are better off establishing themselves in the market now to ensure they play an important role in influencing the dynamics that will shape this business in the future. Providing an affordable cost of entry to the digital publishing marketplace is a primary tenant of *codeMantra's* company mission – **to make digital publishing manageable**. In an effort to maximize value and minimize costs, *codeMantra* has adopted a *SaaS (Software as a Service)* tiered pricing model in which publishers only pay for the technology and services dictated by their needs. In tandem with our long-established offshore conversion operations, *codeMantra* is not only an efficient and comprehensive *business process outsourcing (BPO)* company but a highly flexible and diversified task force of technology, people and process capable of meeting the requirements of the most ambitious digital publishing strategy.

## An Affordable Hosted Offer

The foundation of *codeMantra's* offering is **collectionPoint<sup>®</sup> 2.0 (cP 2.0)** – a hosted digital asset management (*DAM*) and digital asset file server (*DAFS*) platform – publishers upload their digital assets to a secure repository where they are stored in an isolated, firewall and password protected sector of the platform. Global users of **cP 2.0** gain secure access to their assets through a browser-enabled thin client on a 24 x 7 x 365 basis. Users benefit from the tremendous economies of scale with **cP 2.0** while taking advantage of robust metadata tools and rules-based access control, automated workflows and secure asset distribution.

## Managing Metadata and Digital Assets

Metadata management is the backbone of **collectionPoint<sup>®</sup> 2.0**. Users have access to a *dashboard* within their browser giving them full access and control of the metadata stored

within the **CP 2.0** platform; and all digital assets can now be tracked over time with **CP 2.0's** metadata management tool.

Since *codeMantra's* platform runs on a metadata foundation, the clearer and more consistent the metadata is that resides in the system the easier it is to control, track and manage the distribution of digital assets. Metadata must be extensible to allow the publisher to systematically extend the associations and touch points that identify an entire document or the smallest fragment of content while adhering to a common and understood set of semantics. If the assets are to be used by third-party publishing or distribution partners the platform must also be interoperable. *codeMantra* works with its clients to implement an established metadata standard such as ONIX or Dublin core, or build custom vocabularies to meet any publisher's unique set of requirements.

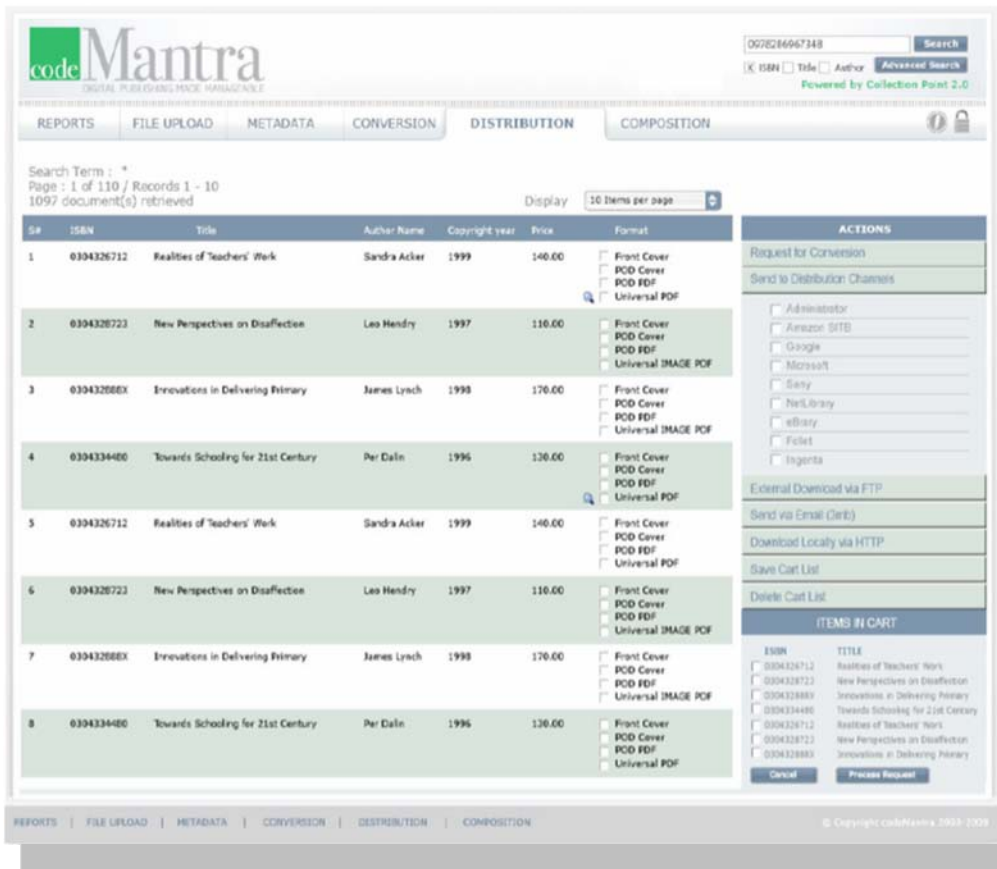
**CP 2.0** users are encouraged to upload their entire collection of production assets into the system to fully take advantage of the management capabilities it offers. **CP 2.0** readily handles *Quark, InDesign, FrameMaker, PageMaker, Arbortext Advanced Print Publisher (3B2)* or any other composition file in the industry. Our standard file-naming structure also manages all components and files incumbent to the traditional print publishing process – *MS Word, MS Excel, jpeg, tiff, EPS, etc.*

### ***What is an Asset?***

Simply put, an asset in **collectionPoint® 2.0** is a complete title file – a single asset as an ISBN, ISSN or catalogue listing that identifies a single commercial publishing entity. All derivative formats of that entity and all elements essential to its composition are contained within that asset. **CP 2.0** SaaS usage fees are calibrated on the number assets a publisher loads into the system.

At a glance, a **CP 2.0** user can quickly determine the status of an asset as well as that of all its derivative digital editions; production managers can easily check on the status of a title revision or new edition and drill deeper to determine if any one component is missing and impeding production.

Figure 1: Metadata Management Capabilities in *CP 2.0*



Critical information missing in generated metadata reports often sheds light on areas in need of workflow improvements and automated processes to achieve maximum benefits. Many *CP 2.0* users make the platform available to third-party production partners and vendors creating practical workflows with the ability to operate on a central set of files and content.

### Conversion as part of the Production Workflow

*CP 2.0* is a publisher's complete production platform – users can manage the workflow of their print-ready files and create business rules for the automated conversion of those files. *codeMantra's* 650-person offshore production team stands ready to implement cost-effective and efficient conversions to all mainstream electronic formats including *ePub*, *uPDF*, *mobiPocket*, *POD*, *XML* and *HTML*. Commands based on business rules inform managing editors, sales and rights management of the availability of final and approved production files. The same set of business rules can dictate the conversion of an approved production file to a prescribed digital format.

Figure 2: Metadata Reporting Capability in *CP 2.0*

The screenshot displays the codeMantra interface with a 'Delivery Report' selected. The main content area shows a table with 18 rows of metadata. The table columns are SA, ISBN, ISBN13, TITLE, AUTHOR, PUBLICATION DATE, and COPYRIGHT YEAR. The data includes titles like 'Theory of Education' and 'THE CULTURAL DEFENSE' by authors such as David Turner and Alison Dundas Renton. To the right, there are summary sections: 'Quick Reports' showing 'Total Titles in cP' as 12,350, 'Recent Conversions Requested' with a list of EBNs and titles, 'Recent Distributions' with another list, and 'Widget Activity' with a table of EBNs, View Clicks, and Buy Clicks.

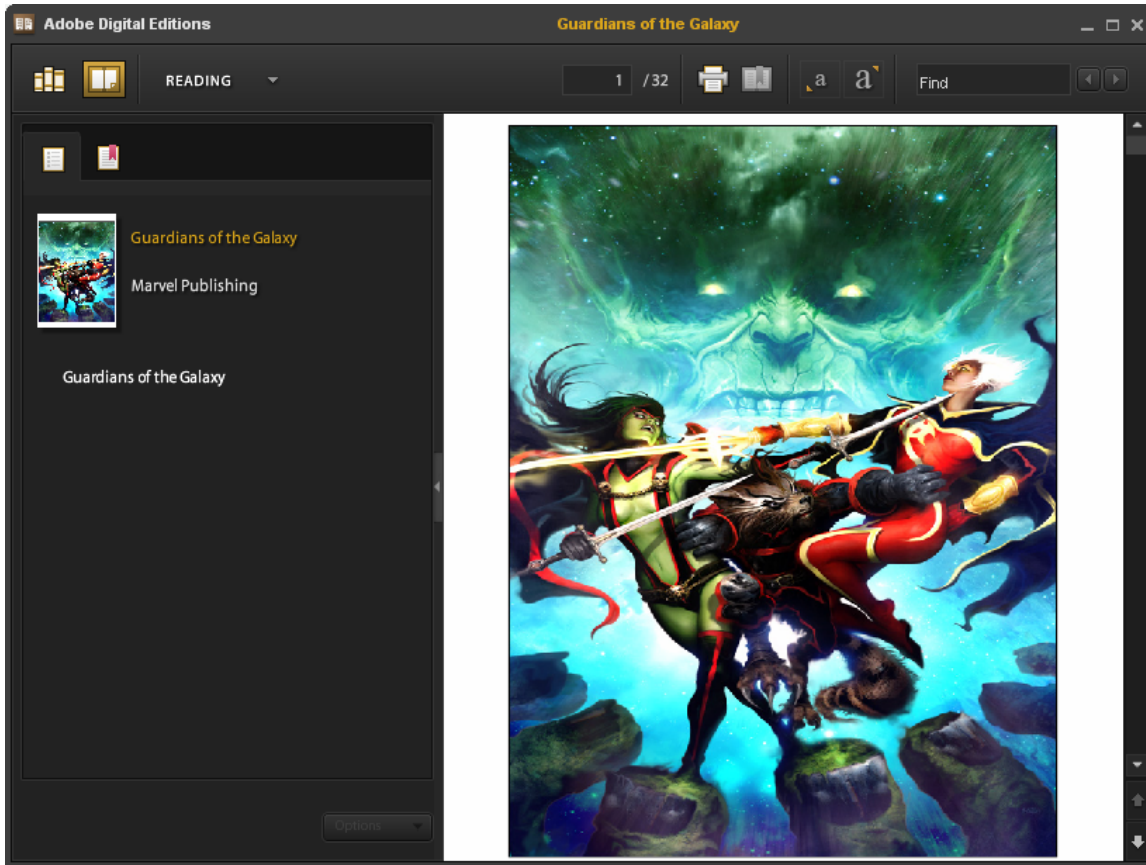
SA	ISBN	ISBN13	TITLE	AUTHOR	PUBLICATION DATE	COPYRIGHT YEAR
1	0829487392	1847143427	Theory of Education	David Turner	08/01/2005	2005
2	0829487392	1847143427	Theory of Education	David Turner	08/01/2005	2005
3	0198194329		THE CULTURAL DEFENSE	Alison Dundas Renton	03/22/2004	2004
4	0198194329		THE CULTURAL DEFENSE	Alison Dundas Renton	03/22/2004	2004
5	0198194329		THE CULTURAL DEFENSE	Alison Dundas Renton	03/22/2004	2004
6	0198194329		THE CULTURAL DEFENSE	Alison Dundas Renton	03/22/2004	2004
7	0829487392	1847143427	Theory of Education	David Turner	08/01/2005	2005
8	0829487392	1847143427	Theory of Education	David Turner	08/01/2005	2005
9	0198194329		THE CULTURAL DEFENSE	Alison Dundas Renton	03/22/2004	2004
10	0198194329		THE CULTURAL DEFENSE	Alison Dundas Renton	03/22/2004	2004
11	0198194329		THE CULTURAL DEFENSE	Alison Dundas Renton	03/22/2004	2004
12	0198194329		THE CULTURAL DEFENSE	Alison Dundas Renton	03/22/2004	2004
13	0829487392	1847143427	Theory of Education	David Turner	08/01/2005	2005
14	0829487392	1847143427	Theory of Education	David Turner	08/01/2005	2005
15	0198194329		THE CULTURAL DEFENSE	Alison Dundas Renton	03/22/2004	2004
16	0198194329		THE CULTURAL DEFENSE	Alison Dundas Renton	03/22/2004	2004
17	0198194329		THE CULTURAL DEFENSE	Alison Dundas Renton	03/22/2004	2004
18	0198194329		THE CULTURAL DEFENSE	Alison Dundas Renton	03/22/2004	2004

### Version Control and File Verification

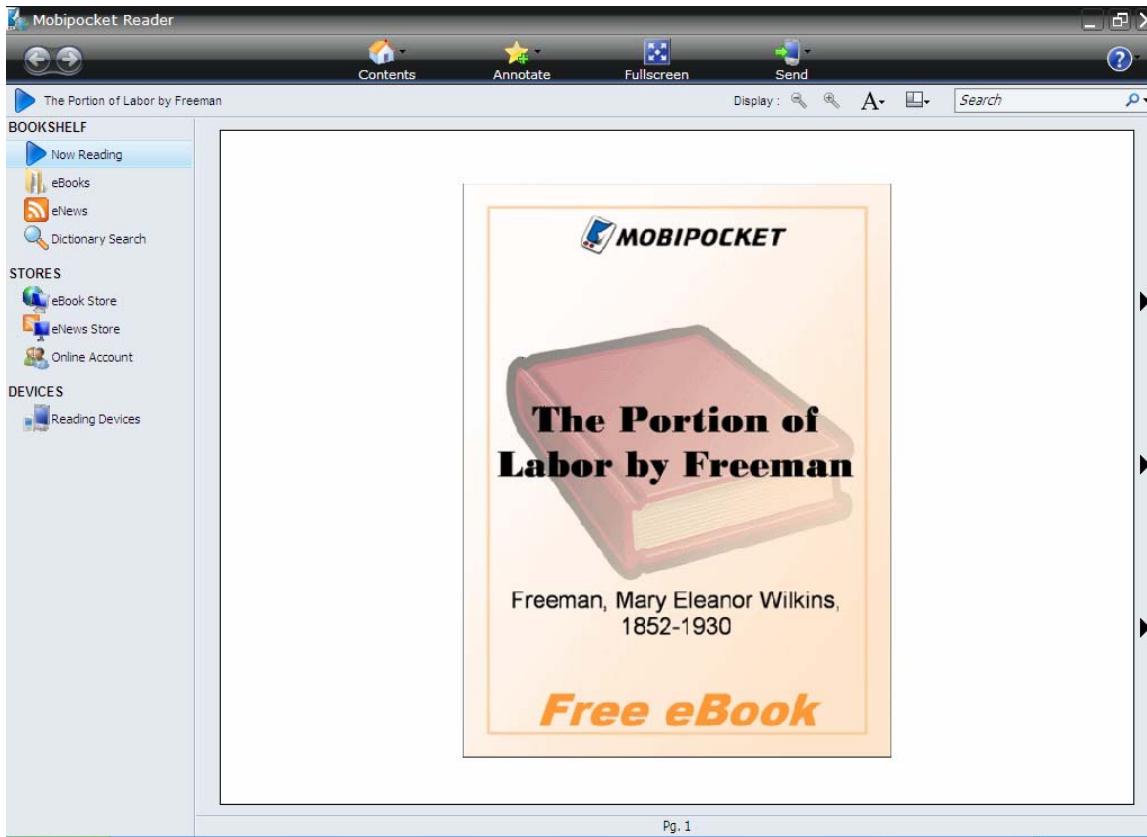
Searching, retrieving and verifying digital files has been a consummate challenge for all publishing personnel. Without metadata and search engines it has never been easy to locate a file yet alone have some assurance that it contains up-to-date information. With *CP 2.0* an extensive array of filters based on metadata can be added to any search to better pinpoint an elusive file. The platform stores all versions of a file and sequentially numbers each newly edited rendition – by default, *CP 2.0* delivers only the most current file.

From within *CP's* browser interface the user can open a zipped folder to locate a specific sub-folder or file, which in turn can then be opened in a preview reader or emulator. Emulators for *ePub* devices, and *mobiPocket*, as well as a *PDF* preview and an *XML* renderer are standard within *CP 2.0*.

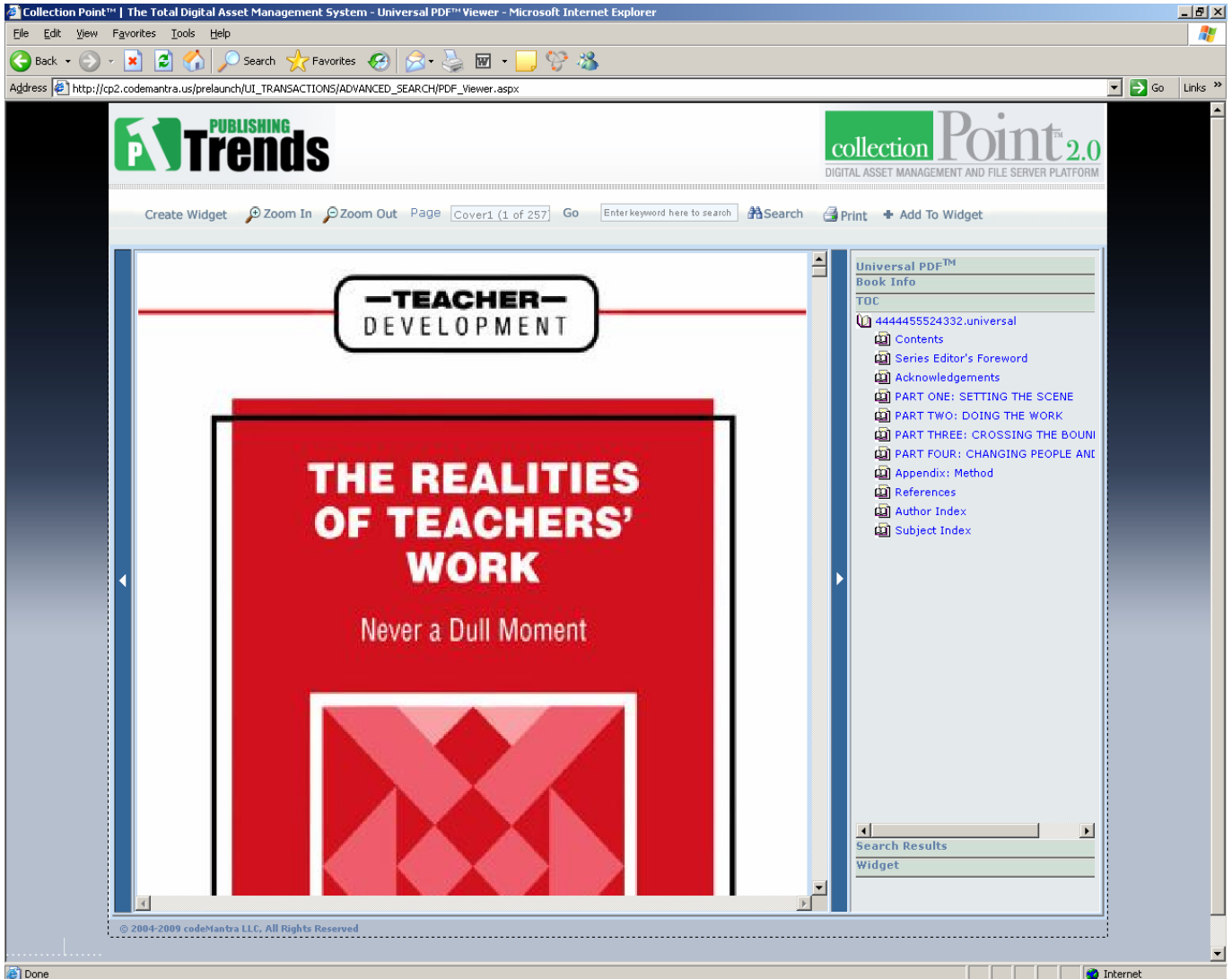
Figure 3: Built in System Emulators and File Viewers



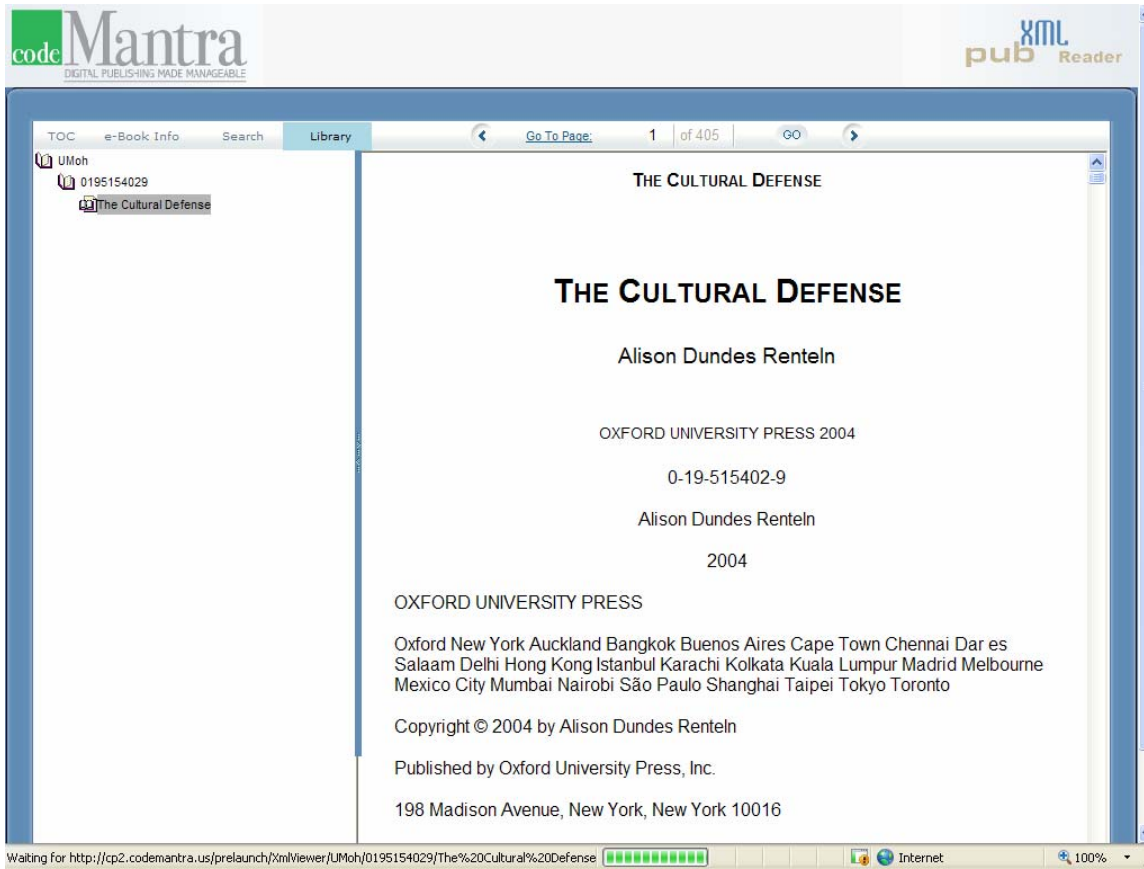
ePub Viewer



mobiPocket Viewer



UPDF Viewer



pubXML Viewer

## cP 2.0 – your Complete Digital Warehouse

On one level, *collectionPoint® 2.0* can be described as an internet file server that is ALSO a highly efficient and powerful distribution platform. *codeMantra* maintains relationships with all of the industry's key commercial distributors, retailers and channel aggregators and acts ONLY as an agnostic delivery platform to those entities.

Figure 4: codeMantra Partners



Files converted by *codeMantra* and warehoused in **cP 2.0** are the sole property of the publisher – we are not a participant in retail or wholesale financial transactions. Publishers negotiate terms of sale directly with the distribution and retail partners of their choice. The platform can then be configured to allow files to be pulled from or pushed to distribution partners and the system verifies successful file transfers and records as captured in the metadata. *codeMantra* charges a nominal one-time fee to transfer a file to any reseller or retailer while all files uploaded or downloaded to the platform for production purposes are accessed at no charge.

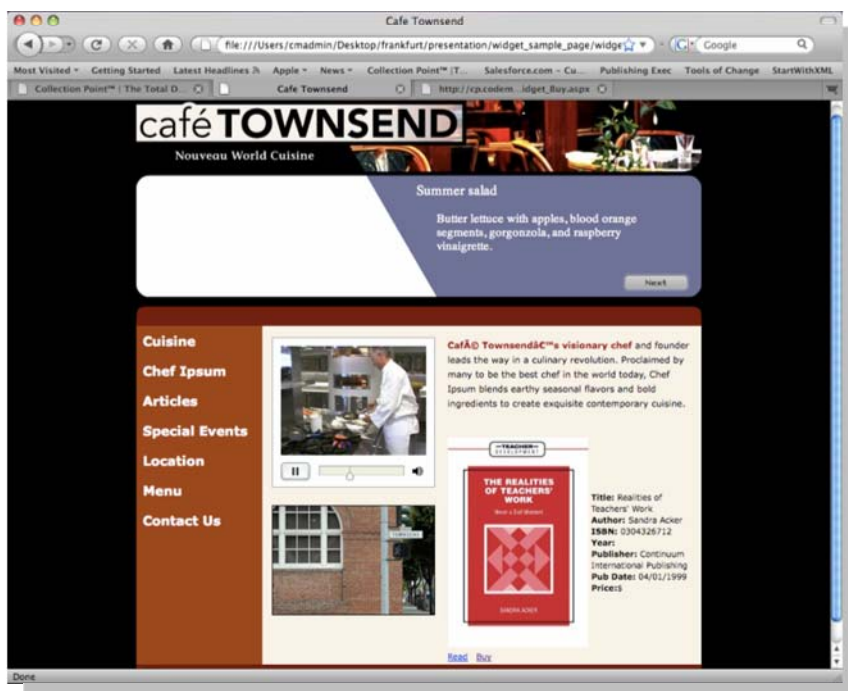
### New User Applications – cP Widget and cP Catalog Generator

With the latest release of **collectionPoint® 2.0**, *codeMantra's* extends the platform's capabilities with new marketing and production focused applications. Fully integrated into the **cP 2.0** platform, these tools are leased on *SaaS* terms commensurate with the user's needs – with scalable annual rates for limited use or at full lease price with unlimited use.

## Users Custom Build Marketing Widgets from their Desktop

Build a versatile marketing widget within *collectionPoint*® 2.0 and enhance the discoverability of your books and content. *codeMantra*'s *cP Widget* makes it easy to select content you want to circulate across the web. *cP 2.0* users need only access the widget from within the browser interface to activate the built in PDF viewer. Once an eBook file is imported into the system the user can select specific pages for capture. The widget is then packaged and the hyperlink, which can be copied and pasted on any web page, is presented to the user. An added benefit of the *cP Widget* is that it can also be used for entire books with digital rights controls enabling users to create review copies of unpublished books.

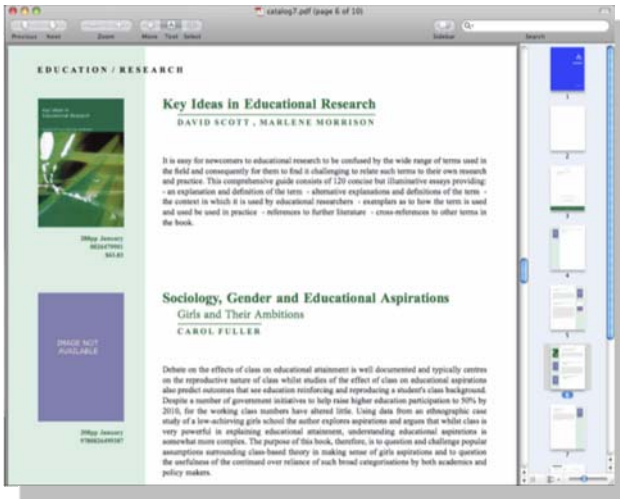
Figure 5: cP Widget is easily Created and posted on Affiliate Web Pages



## On-Demand Catalog Generation at your Fingertips

*collectionPoint*® 2.0 features an automated catalog tool which allows users to easily and quickly generate an on-demand catalogs based on a prescribed set of criteria. From within *cP 2.0* a user is can make category, territory, rights, pricing and format choices to specify title and metadata selection for the automatic generation of an electronic or print-ready (PDF) catalog. This feature will appeal to sales or rights agents requiring an immediate assortment of titles for a market-specific or territory-specific offering.

Figure 6: cP 2.0 Catalog Generator Produces Quality Results using Stored Metadata



### An Affordable Approach to Digital Publishing

For more than a decade proponents of digital publishing have held out the promise of savings in production and distribution efficiencies that would alter the future course of publishing. Certainly, in other media, digital formats and digital delivery have created an upheaval that could be characterized as nothing short of disruptive. It could also be argued that digital publishing would have achieved meaningful traction long ago had there been fewer offerings and greater focus in the marketplace – many publishers complain that the space is too crowded with a confusing array of formats, devices and platforms. Certainly there are more output options today for publishers than any other media. The following is considered a conservative list of viable options:

1. Kindle (ePub through mobiPocket)
2. Sony Reader (ePub through Adobe Digital Editions and BBeB)

3. iRex (iLiad)
4. mobiPocket (for smart phones and mobile phones)
5. iPhone (Stanza, ingests ePub)
6. Adobe Digital Editions (rich PDF s for PCs, Sony Reader – also ingests ePub)
7. PDF (image)
8. PDF (P.O.D.)
9. PDF (streaming- ebrary library solution)
10. PDF (Searchability – Amazon, Google)
11. HTML (web browser applications)
12. Palm OS

In navigating this digital publishing landscape publishers must be prepared for some trial and error – not all devices and formats will prove effective mediums for all genres of content. With the expertise of *codeMantra's* tenured publishing executives and production staff, our revolutionary **collectionPoint<sup>®</sup> 2.0** Digital Asset Management and Server Platform, coupled with our *SaaS* licensing approach to doing business, publishers can get started with their digital publishing strategy at minimal risk and low cost of entry. *codeMantra* encourages its customers to take an XML-first approach to digital publishing.

To learn more about our software and services solutions and our XML-first approach go to [www.codemantra.com](http://www.codemantra.com) and find the starting point that is right for you.