



# RSuite

by Really Strategies, Inc.

## WHAT'S INSIDE

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## A Content Management System for Publishers

RSuite CMS is a content management system designed for publishers to store, manage, edit, and deliver content. Some of the world's leading publishers use RSuite CMS as part of their digital publishing strategy. RSuite CMS includes a publishing workflow system that streamlines the movement of Word, XML, images, and corresponding metadata among your staff. Accelerate revenue and profit growth through better content management.



**generate ebooks // search & discover content // reuse existing content**  
**automate tasks & apply business intelligence**  
**manage assets—jpg, wav, mp4, etc. // control multiple versions of content**

### THE OXFORD UNIVERSITY PRESS

*Managing book content, journal content, metadata, and digital assets with RSuite CMS*



RSuite CMS serves as the central repository for Oxford University Press' (OUP) XML content. RSuite CMS offers

OUP the tools and the facility to automatically ingest and store content from its authors and other content suppliers. RSuite CMS also allows the delivery of OUP content, both manually and automatically, to multiple targets in various formats. Examples of content delivery range from XML documents that are converted to Word and sent via email for editorial updates to batch delivery of XML and

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### NATURE PUBLISHING GROUP

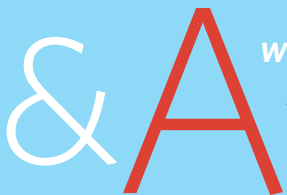
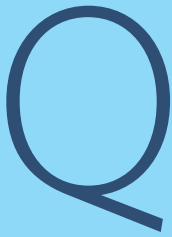
*Scientific and scholarly journal publishers use RSuite CMS to manage and streamline delivery of content*



Nature Publishing Group is a publisher of

high impact scientific and medical information in print and online, including *Nature* and *Scientific American*. Nature Publishing Group is using RSuite CMS to streamline editorial and production workflow for its *Nature Reviews* journal series. RSuite's workflow capabilities were configured to automate content production, including such tasks as DTD validation,

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with

AMERICAN SOCIETY OF TRAINING AND DEVELOPMENT

and

UPPER ROOM MINISTRIES



**ANTHONY ALLEN,**  
*director of digital media  
at American Society of Training and Development*



and **TERRIE THOMPSON,**  
*director of digital resources  
at Upper Room Ministries*  
*share how implementing RSuite CMS  
in their organizations has transformed  
their publishing process.*

“**RSuite is a powerful tool for us.**”  
—ANTHONY ALLEN

**Q: What is the main impact RSuite CMS has had in your publishing organization?**

**A:** [Anthony Allen, ASTD] RSuite has really helped us ramp up some of our smaller applications that are going to bring our content to market, not just quick, not just cheap to produce, but in a new way. That’s really what it’s all about. Serving the same content or the same type of content to your current audience but in a new way that you wouldn’t be able to do if you didn’t have an XML authoring publishing system.

**A:** [Terrie Thompson, Upper Room Ministries] We see RSuite as being a very important part in taking us into the future, being able to deliver simultaneously to all the different platforms that the customer might need. We wouldn’t be able to do that without the transforms in the RSuite system to simultaneously publish to InDesign, to ePub, and to HTML all with the push of a button. Literally, a push of a button.

**Q: Can you detail what kind of production efficiencies RSuite CMS has helped you achieve?**

**A:** [Anthony Allen, ASTD] In terms of efficiencies, RSuite definitely helps us in one, key area, and that’s “tagging.” Tagging is so important for companies now. It’s especially important for my organization because the content that I produce is highly contextual. I’ve been able to lead a program with about a fifth of a person (so very small resource investment on my end) to tag more than 2,000 chapters of books and 2,000 magazine articles in about a 9-month period. When I go to other companies and I talk to them about the numbers of finished, tagged content that we’re producing right now, I can directly point

to the ingestion process and customization on top of RSuite that we’ve built and is a great example of how technology is enabling very efficient communication between groups and very efficient tagging processes.

**A:** [Terrie Thompson, Upper Room] We took a process that used to take 4 weeks and it went down to less than a minute. It was amazing! We used to go from Word documents and hand place that in a Quark document, and the page layout process took 3 to 4 weeks. RSuite and Really Strategies have gotten it down to 90% automated with a push of a button. The first time I did that transform, I just stared at the screen in wonder that we were able to do that. The efficiencies go beyond that in the book production; we expect to be able to shave off 6 to 8 weeks of our production in that area so we expect to achieve a great deal of efficiency in production.



**Q: What was the primary business driver for moving to an XML workflow?**

**A:** [Terrie Thompson, Upper Room] Upper Room moved to an XML workflow because the customer is now in control of how they receive their content. As a trade print publisher, we have, up until now, been primarily focused on print. It was a linear production model from content authoring to page layout to print but now with so many devices and so many ways: web text message, mobile, we needed to be able to publish simultaneously to all of those delivery channels at one time and XML was the way we chose to do that.



## AUDIBLE

*an Amazon Company, uses RSuite CMS to manage audio file metadata*

Audible Inc. is the Internet's leading provider of spoken audio, entertainment, information, and educational programming. Audible is the exclusive provider of audiobooks to all Apple's iTunes Music Stores worldwide. Audible saw an opportunity to improve sales if it could easily identify and share its products in the Internet space and provide open APIs that allow partners to easily integrate with Audible.com. A solid metadata foundation was the critical component to achieve these goals. RSuite CMS was selected to manage metadata used to create Audible's online product catalog. RSuite's metadata management and customizable user interfaces and APIs offered Audible the tools needed to effectively manage content and support workflow functionality.

RSuite CMS became the framework upon which Audible crafted solutions to meet all its requirements: workflow, business rules validation, content aggregation and delivery, publisher feeds, audit trail, and product prototyping. In 6 months, Audible configured and implemented RSuite CMS to become both the database of record for its metadata content and its workflow tool that enables seamless transfer of content from publisher feeds to web site-ready files.

**“RSuite CMS has become a very critical system very fast.”**

— ART ZEGAREK  
DIRECTOR OF DATA ARCHITECTURE  
AUDIBLE, INC.



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## THE OXFORD UNIVERSITY PRESS

media files based on user selection and other criteria for web site updates.

Having a central repository offers OUP the opportunity to do exciting product development by allowing editors hands-on tools to create content packages for new products or simply to organize content for whatever purposes are useful to them in their work. OUP will also be able to automatically streamline content delivery to third-parties.

**“RSuite provides our editors the tools they need to rapidly edit, organise, and enhance their content.”**

— MIKE MONAGHAN  
HEAD OF PUBLISHING TECHNOLOGY,  
OXFORD UNIVERSITY PRESS

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## SAGE PUBLICATIONS

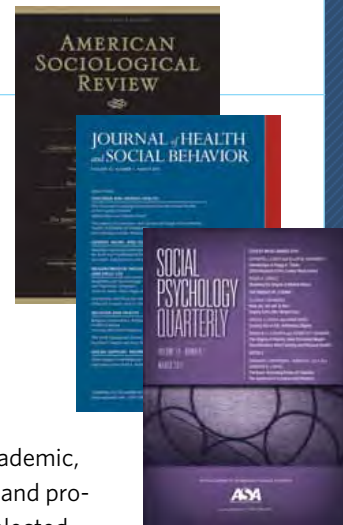
uploading files, table of content creation, staff notifications, and alerts.

SAGE Publications is a leading international publisher of journals, books, and



electronic media for academic, educational, and pro-

fessional markets. SAGE Publications selected RSuite CMS for reliable content storage, delivery of content to customers and partners, and content analytics. RSuite CMS pushes SAGE's journal content through multiple automated workflow routines and delivery processes, including delivery to HighWire Press.



# FAST FACTS

100%  
Automated  
PROCESSING & DISTRIBUTION

 SAGE



100%  
Increase  
IN PRODUCTION THROUGHPUT



>50%  
Reduction  
TIME-TO-MARKET SAVINGS

 triumphlearning



## ABOUT REALLY STRATEGIES, INC.

Really Strategies accelerates publishers' revenue and profit growth through better content management. Since 2000, Really Strategies has provided award-winning content solutions and services to publishers, media companies, and other content-centric companies. From content creation to delivery, Really Strategies helps bring strategy, content, and technology together to analyze, architect, and implement appropriate tools and technologies.

To learn more about Really Strategies or to schedule a demo of RSuite, a content management system for publishers, visit us on the web at [www.reallysi.com](http://www.reallysi.com).

**Really Strategies, Inc.**  
2570 Boulevard of the Generals  
Suite 213  
Audubon, PA 19403  
USA  
+1 610-631-6770  
[info@reallysi.com](mailto:info@reallysi.com)

REALLY [ ] STRATEGIES™

## OUR CUSTOMERS INCLUDE

American Institute of Physics

American Society for Training & Development

ASML

Audible, an Amazon company

British Standards Institution

Cengage Learning

CQ Press

Elsevier Health Science

Human Kinetics

IGI Global

Kaplan EduNeering

Mitchell1

Nature Publishing Group

Oxford University Press

SAGE Publications

SLACK Inc.

Society of  
Manufacturing Engineers

Triumph Learning

Upper Room Ministries

Wolters Kluwer Health

And many others.

To read about these customers and more,  
please visit [reallysi.com/customers](http://reallysi.com/customers).

Elsevier Health Science selects RSuite to maintain a single source file through content development, production, and delivery process.

Kaplan EduNeering implements RSuite to integrate content management strategy with learning management system.

Wolters Kluwer Health licenses and implements RSuite for its 5-Minute Clinical Consult Series.

# In the News

"We see RSuite CMS as a key technology that will allow us to **implement industrial strength content management**, including version control and automated content distribution, to best support our digital publishing program."

—EVAN OWENS, CHIEF INFORMATION OFFICER PUBLISHING,  
THE AMERICAN INSTITUTE OF PHYSICS

"RSuite has replaced many manual processes performed by production and support staff. In addition, it has allowed seamless automated delivery to our partners and websites. This has **created more business opportunities and provided a searchable repository** for our journal content for future repurposing."

—JENNIFER KILPATRICK, EDITORIAL DIRECTOR, SLACK, INC.

"RSuite will allow the British Standards Institution to successfully manage the components of our many publications in one secure place. Formalizing the management of our content production processes and publishing pipelines will improve efficiency in the development and production of standards, **releasing us to focus resources on adding value to our content.**"

—NATHAN HARRIS, CONTENT AND WORKFLOWS  
MANAGER, BRITISH STANDARDS INSTITUTION

"In terms of scenarios, **RSuite is a natural fit for Information and Media.** The integration with MarkLogic Server makes it notably effective for providing user access to content to create a user driven dynamic publishing scenario."

—CMSWATCH

"RSuite, a tool built by a dynamic publishing and content management consulting firm Really Strategies, integrates with solutions including the MarkLogic Server and is **a strong workflow tool.**"

—FROST & SULLIVAN

