



Digital Solutions in **INDIA**

SPECIAL REPORT 2017



Rethinking and rebooting the digital solutions proposition to fit
a challenging and constantly changing publishing landscape

Quick Sort India

Last October, Quick Sort India established a U.S. office in Boca Raton, Florida, and launched its cloud-based HTML5-authoring and -publishing workflow, QuickFlow. Different QuickFlow modules are aimed at content creation, peer review, developmental editing, copyediting, indexing, galley proof generation, and deliverables. “It also features automated issue collation and version control,” says v-p for sales John Lavender, adding that “QuickFlow is a complete one-system production process that enables seamless collaboration between authors, reviewers, and production staff.”

QuickFlow offers features such as built-in tools for autocomposition, indexing, and generating tables of contents; automated built-in reference builder; article-by-article and issue-based collation; and restricted production tracking for quick decision-making, allocation, reallocation, and monitoring of articles. “It is reliable and scalable while significantly reducing time to publication, manpower, and training costs,” adds Lavender. “We showed QuickFlow to one of the largest open access academic publishers in Europe, and they immediately wanted to integrate it with their internal system for better author-proofing workflow. From the ongoing beta testing at the publishing house, QuickFlow has already proven to reduce

multiple iterations of review, shortens the turnaround time, and increases the quality of articles delivered.”

Meanwhile, president A.R. Nallathambi is focused on setting up dedicated technical teams for each department to identify opportunities for automation. “Our mission is to deliver 100% error-free deliverables through automation. We are also relying on our internal nonconformance procedure to provide inputs on automation.” The company’s XML-first workflow, for instance, offers automated application of styles and specifications to enable faster production cycle, covers autogeneration of validated XML, and integrates with any enterprise systems.

Last year, Nallathambi and his team worked on a major educational project for a developing country that spans three subjects for three grades. “Taking into consideration the local culture when devising the content is paramount. We put together a dedicated team of teachers and professors from reputed schools and universities both from the country and overseas. We also hired several academicians for our office to coordinate with these teachers and professors, and monitor the content quality and project progress. At the end, our client decided that Quick Sort India delivered a much better product than their previous collaborator, which is a leading publishing company.”



The Quick Sort management team with president A.R. Nallathambi (l.) and chairman and managing director Venkatesh Kumar (center, in white)