

Gutenberg Technology Scales Content Authoring For Publishers, Educators and Others

HP

Best Advance in Content Authoring Technology

June 2022



Company Background



Company-at-a-Glance	
Headquarters	2009
Year Founded	Boston, MA
Employees	40-50
Global Scale	Global – Gutenberg Technology has users in 160 countries.
Customers/Output, etc.	Clients include Cengage Learning, Wiley, National Geographic Learning and CompTIA.
Industry	Technology
Website	gutenberg-technology.com

Value Proposition

Gutenberg Technology's end-to-end content management platform enables organizations to collaboratively author and easily distribute print and digital content from within a single workflow. Content authors can create original content or update or reuse legacy content to produce new, engaging educational products quickly and at scale, using platform features such as commenting, version control, content reuse, audience tagging and more.

Gutenberg Technology's platform has received praise from some of the world's largest educational organizations and publishers for its ability to create and distribute beautiful and engaging educational products in a matter of weeks versus months. Clients include Cengage, which uses the platform for Cengage Unlimited, National Geographic Learning and CompTIA.

Product or Program Innovation

Gutenberg Technology's platform simplifies a historically inefficient and time-consuming authoring process and allows content authors to create, reuse and publish collaboratively to both print and digital properties – including web, eBooks, mobile and iPad apps, as well as LTI-compliant Learning Management Systems such as Canvas, Blackboard, and Moodle. Digital and print content are created simultaneously using an intuitive, user-friendly platform.

Key innovations:

1. **Content reuse.** Easily leverage legacy content to create new products. This is especially useful for higher ed organizations wishing to reuse course materials across departments.
2. **Interactive content.** Interactivity is key to boosting learner engagement. With the push of a button, easily add rich interactive features to publications, including sophisticated assessment tools such as matching and sorting activities, mathematical calculations and more.
3. **Efficient collaboration.** Authoring via email exchanges and shared files and spreadsheets is time-consuming and can result in losing track of changes and errors. Gutenberg Technology's platform enables collaboration and review inside one user-friendly, cloud-based interface using rich features like user management and commenting, change tracking, and advanced metadata management.
4. **Simultaneous print & digital publishing.** Significantly reduce time-to-market by creating content for multiple print and digital products simultaneously. This includes hard print copies, eBooks, mobile devices, the web and LMSs.

Unique Differentiators

1. **Collaborative and simultaneous print and digital workflow from one single source of truth.**

Print and digital publishing are frequently not synchronous due to print-first processes that are often employed regardless of whether the final product is print or digital.

A traditional publishing workflow starts with a lengthy planning and conceptual process that also incorporates copy editing and proofreading. A series of PDF printouts are distributed for comments, edits and tweaks to improve the content. Often, technology and design team members must review after each round of copy changes. Further complicating matters, these various contributors may use disparate and incompatible publishing tools and systems. All of this creates many starts and stops, can be hard for participants to track, and wastes time and money -- all before the digital production process can even begin.

In addition, publishers typically need three or more separate technology platforms to move a product from authoring to distribution. For example, a publisher needs an authoring tool to create and design content, another tool to create assessments, another to manage print production, and an additional one to build mobile and web applications. This can require heavy reliance on third party vendors.

Gutenberg Technology changes all of this. Content is authored and revised for both print and digital publication at the same time, all from within one, single collaborative and intuitive platform with sophisticated version control and content creation features. Digital publication is directly from the platform. As a result, overlapping timelines and redundancies are significantly reduced, improving overall quality, speeding time to market, reducing cost, and optimizing ROI.

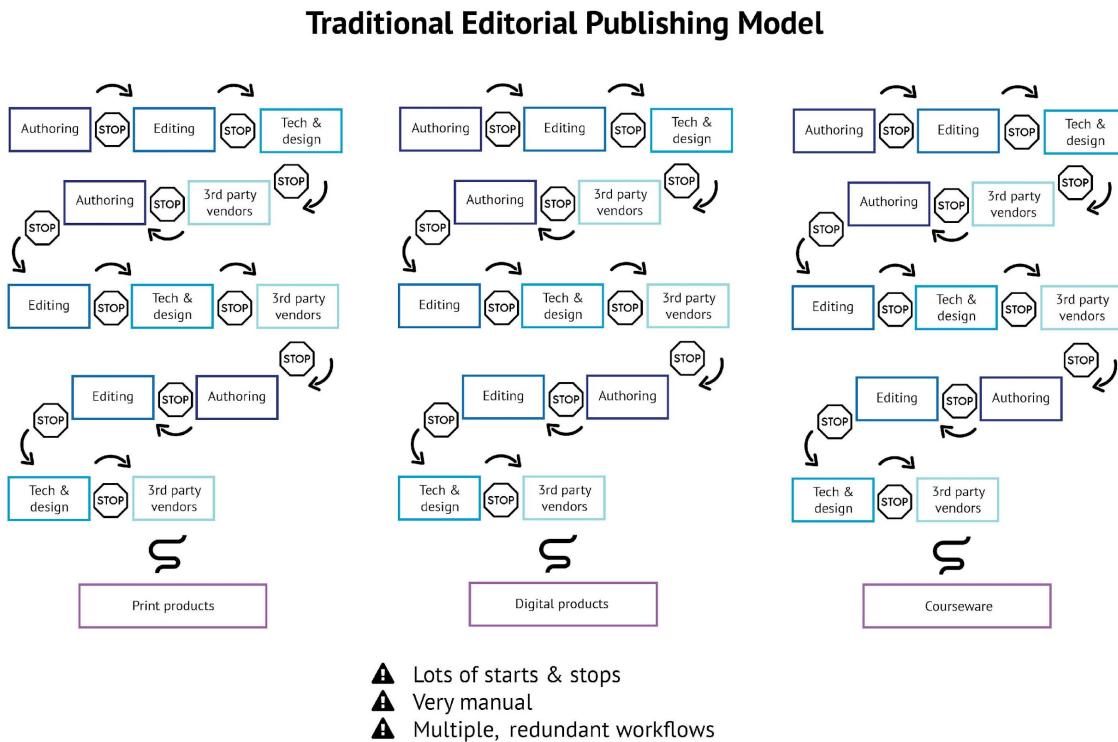
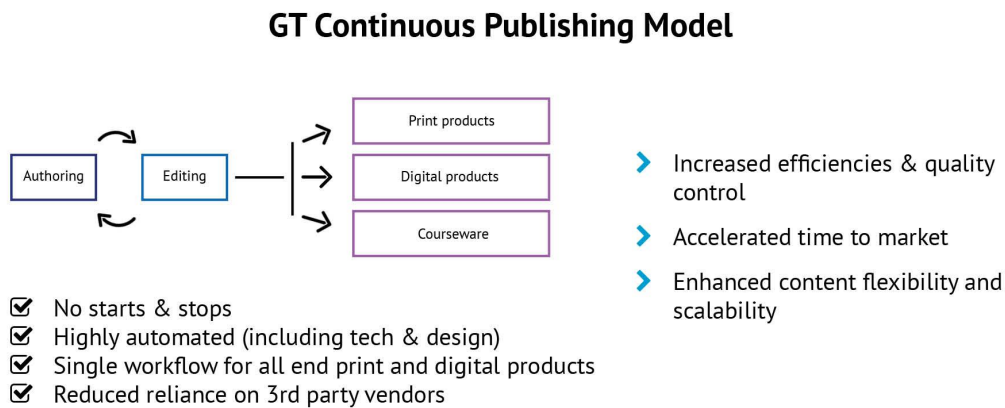
Gutenberg Technology has registered a patent for its simultaneous print and digital workflow.

2. **Contextual tagging.**

Often, publishers, particularly in education, must produce multiple versions of content for various end users such as teachers and students. Gutenberg Technology's contextual tagging feature allows editors to work on all content in one place at one time and then simply tag which material is to be distributed to which end users with the click of a button.

3. **Industry expertise & customer responsiveness.**

Gutenberg Technology's leadership and key product designers came from the publishing industry, not technology. As a result, they "speak the language" of publishers and can understand and anticipate their needs. In addition, Gutenberg Technology is constantly updating its platform features in response to customer feedback, so users benefit from continuous, "crowd-sourced" improvements on an ongoing basis.

Figure 1: Traditional Publishing

Figure 2: Gutenberg Technology's Publishing


Measurable Results

Gutenberg Technology's content authoring platform offers organizations a completely revolutionary way to create content by allowing content authors to collaborate more efficiently and intuitively, ultimately speeding time to market and significantly reducing costs.

Specifically, Gutenberg Technology's platform reduces users' time-to-market for digital and print products by approximately 50%, from 17 months to 9 months, while reducing costs by 30%. Assuming that the end-to-end production cost of a print and digital product is \$45,000, this is equivalent to \$13,000 in savings per product. Included on the following page are excerpts from a case study demonstrating how the Gutenberg Technology simultaneous workflow produces these savings.

In addition, the ability to create multiple products using legacy content from within a single collaborative platform has proven invaluable to clients, saving them time and money and drastically streamlining their creation processes.

"The less time that we have to focus on busy work, we can spend on actually creating stuff, finessing things, or getting to market faster. With GT, I can create 7 products out of 1 workflow." — GT educational publishing client

"We took a look at various tools. In general, few platforms offer a comprehensive, cloud-based, multi-user authoring platform and distribution system in one. If so, they're separate platforms with separate license structures and costs, and the distribution methods are specific or limited (e.g., they can't output to an eBook/PDF/Print format, only an LMS). Going along with that, few providers have an online eBook reader to support eBook formats."

- Thomas Reilly, VP CompTIA Learning, comparing GT's platform to other available tools

"[Using GT's platform, w]e can share content across products. That's efficiency, that's reduction in costs. We can produce something faster, get it back, adjust it faster, which means we've got better feedback, better quality, cheaper." — GT educational publishing client

Figure 3: Analysis

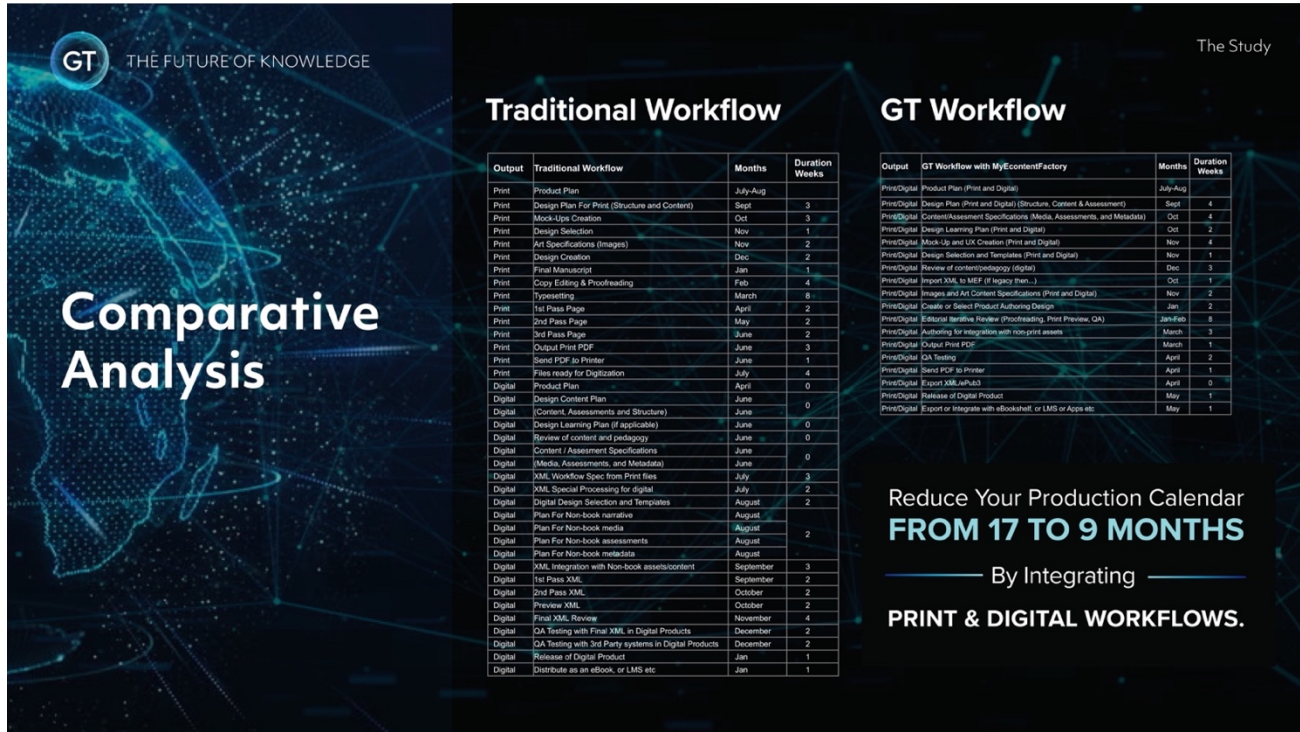
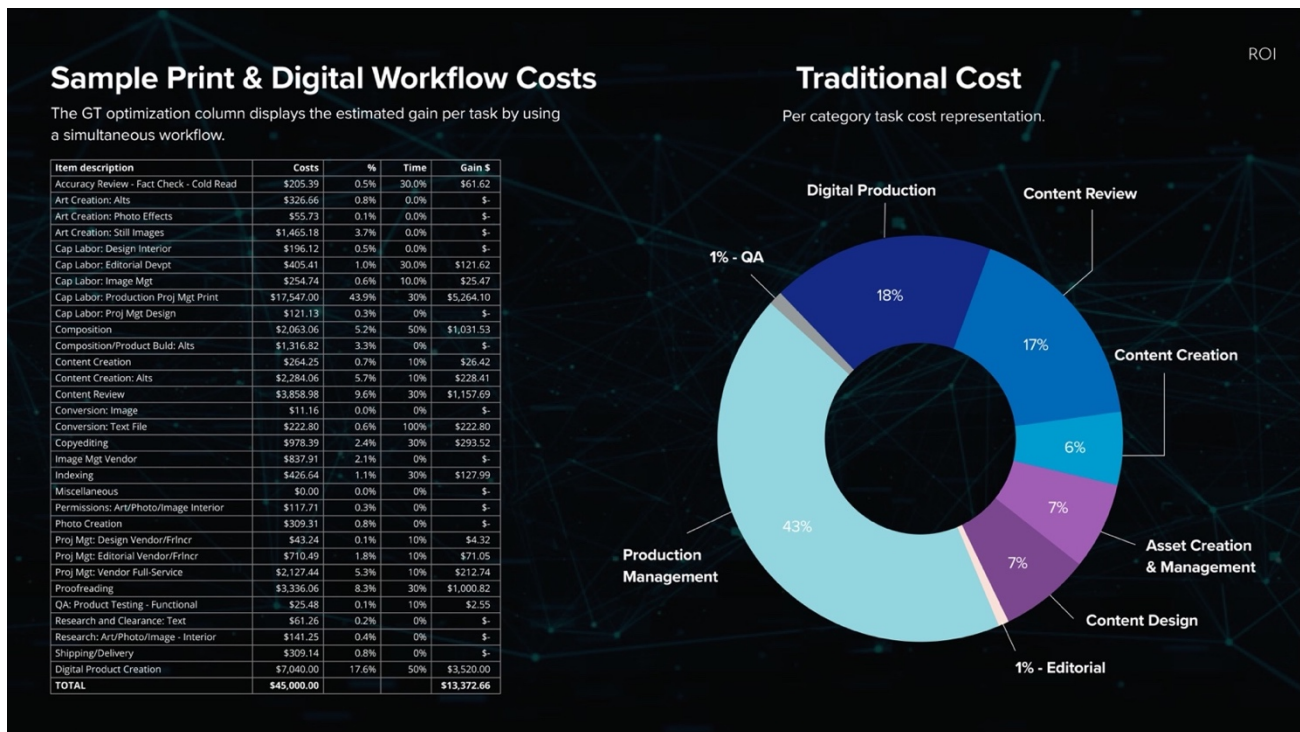


Figure 4: Workflow Costs



All Illustrations Provided By Gutenberg Technology

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