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magiixTM 

Publishing

Innovation

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THE WORLD IS MOVING FROM THE
INDUSTRIAL ERA'S 'I OWN EVERYTHING I NEED
TO MEET ALL MINE AND MY CUSTOMERS NEED',
TO THE INFORMATION ECONOMY'S



'I AM INVOLVED IN ALLIANCES THAT ALLOW
ME TO MEET ALL MY CUSTOMERS' NEEDS BY
PARTNERSHIPS WITH OTHER SUPPLIERS...'

The Impact of Market and Technology
Changes on Publishers and Printers,
- **Pira International, 2001**

Publishing Challenges

Today, managing growth in publishing is a tough act. Tougher than at any time in the past. The unrelenting business pressures accelerated by shifting market dynamics is too obvious to miss.

Costs stay upward bound

Expenditure on printing, paper and payroll – all of which have been greatly pared down over the recent years – have nowhere to go but up. Postal rates changes have pushed distribution costs to new highs. To make matters worse, double-digit increases in healthcare costs is an unhappy reality.

Revenue growth is a struggle

On the revenue front, contracts continue to get scarce as advertisers are buying later and committing to less making it very hard to predict revenue cycles. The shrinking advertising dollar continues to get farmed out over new media options. And if that's not enough, markets are getting further and further niched, meaning competition from smaller, more focused titles.

Processes stay manual and inefficient

Technology such as CTP, digital workflows, affordable pre-press and digital printing, broadband Internet and eCommerce have yet to be fully harnessed to drive process and cost efficiencies across the organization.

Skills get scarcer

Pressures on the human resources front continue to grow as staff turnover levels and talent retention becomes a worry. Thanks to job cuts driven by the last recession, existing staff gets more and more overworked and burdened with routine tasks when they'd rather be doing more challenging work.

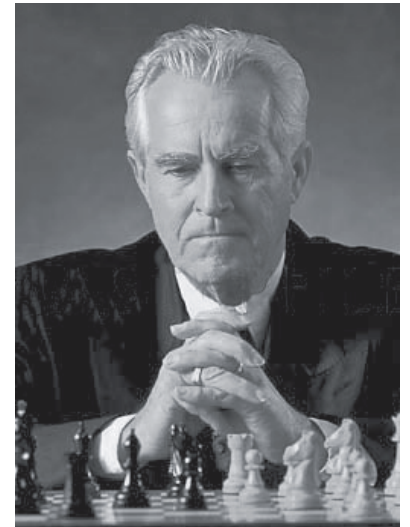
New revenue opportunities remain out of reach

Rising costs and scarcity of affordable skills mean that revenue growth from emerging opportunities in custom publishing, cross-media products and newer titles stays elusive...



Needed: A new strategy

The upshot of all this is that the whole business environment has changed in very significant ways. It's a new market out there and it demands a new approach to managing business. Relying just on advertising and subscription/ sales to grow revenues will be a mistake. Clearly, these will need to be augmented with new revenue streams while pursuing newer, more innovative ways and means to further improve efficiencies and reduce costs.



“The rules of the game have changed. Older strategies won't work anymore. The only way to stay ahead, is to constantly innovate”

New markets demand new strategies.

Presenting magiix™ Publishing Innovation

A comprehensive editorial-to-design workflow solution combined with an off-shore, on-demand design studio for the publishing industry

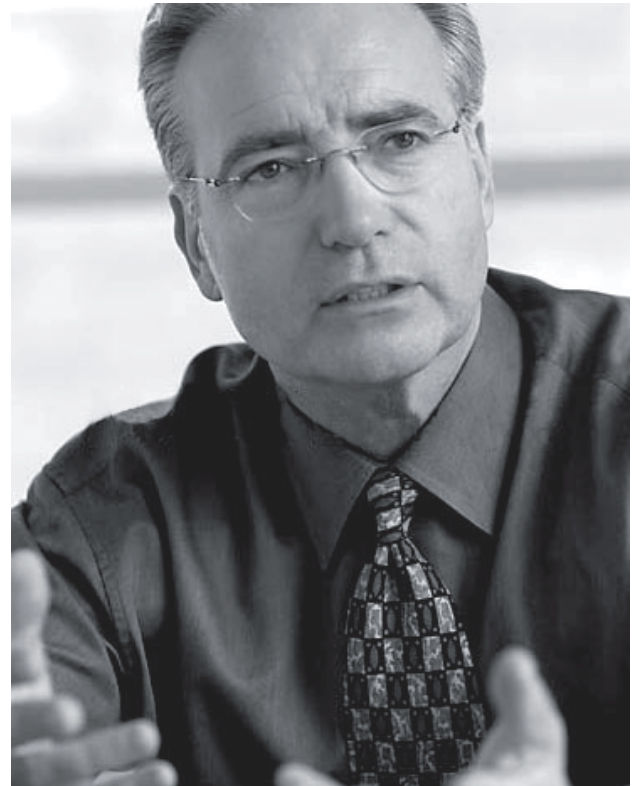
Magiix is an innovative publishing solution from Powerweave that offers compelling answers to many of today's publishing challenges. Magiix empowers small and mid-sized publishers to **cost-effectively leverage digital technologies to drive business growth and profitability.**

Built around advances in software and networking, the Magiix solution is a unique combination of **digital workflow** technology (MagiixServer) and an **IT-enabled service** (MagiixStudio) that does two things for publishers:

- Firstly, MagiixServer organizes and streamlines the **editorial-design workflow** processes related to magazine production.
- Secondly, MagiixStudio leverages high-speed, high-reliability digital networks and the pervasive, global reach of the Internet to seamlessly integrate an outsourced graphic design studio to the creative workflow.

Enabling pervasive resourcing

With Magiix, publishers can now seamlessly integrate editorial, graphic design and production processes across multiple titles and issues, with the **optimal resources** from both within and outside the organization.



“Because of its ability to directly and quickly impact the competitiveness of a publishing business, Magiix is not just a solution but also a powerful business strategy”

Multiply productivity. Add capacities. Cut costs.

One innovative solution. Many compelling answers.

Further, by **re-tasking** high-value human resources to address more strategic tasks and **outsourcing** routine processes like graphic design to MagiixStudio, publishers can build innovative business models that suit today's dynamic business environment.

One solution. Many answers.

Multiply process visibility for productivity gains

- Bind editorial, art, advertising sales and production across multiple issues and titles in a single, information system.
- Achieve faster issue creation and approval cycles with digital pdf-based workflow

Add publishing capacities without hiring expensive staff

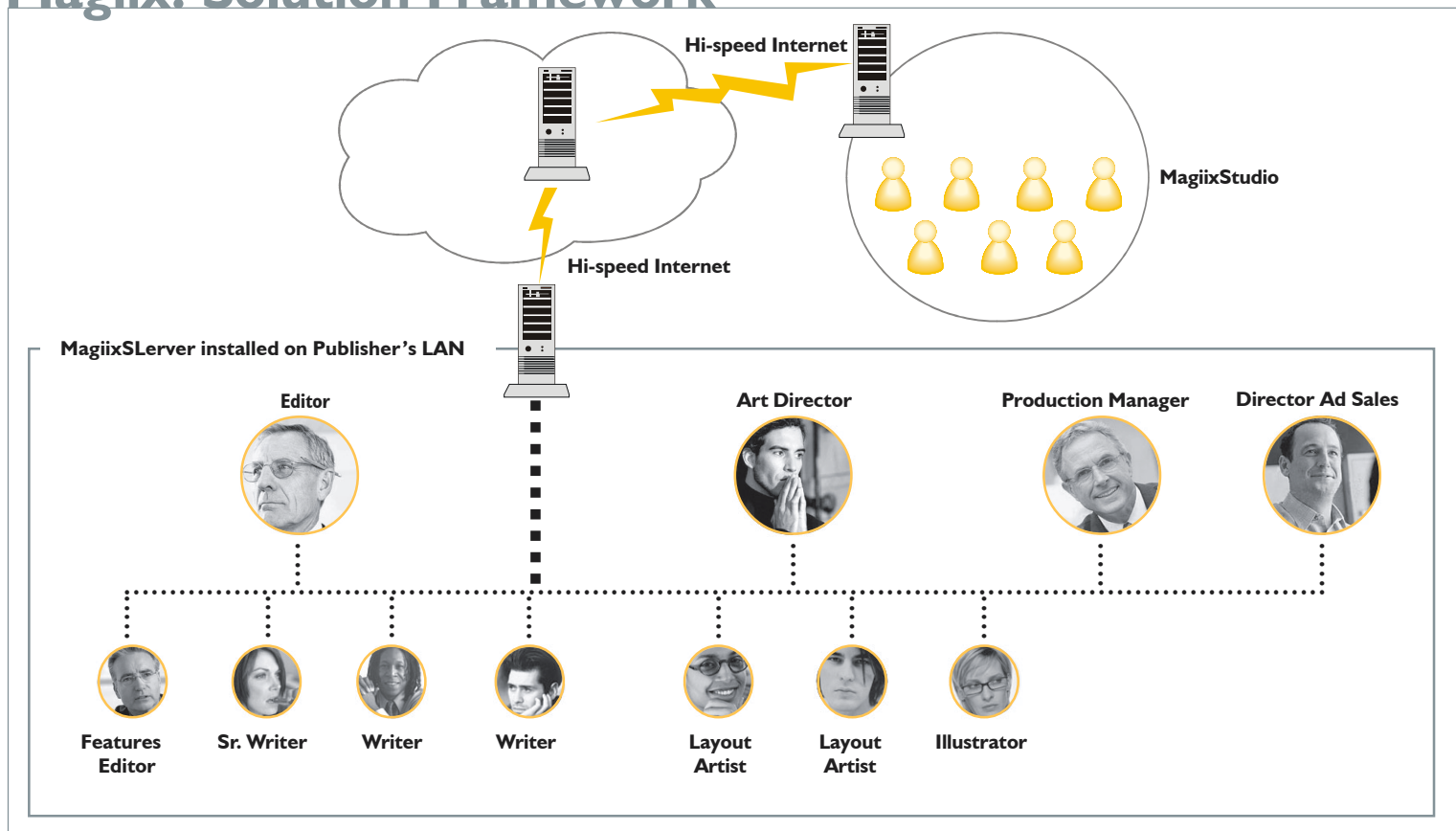
- Seamlessly integrate MagiixStudio to the creative workflow to achieve on-demand scalability of design resources and a more cost-effective means to take on new revenue opportunities.

Cut per page costs by up to 40%

- MagiixStudio is an SLA-based, full-service studio offering design, layout, pre-flight, artwork & editorial services.



Magiix: Solution Framework



MagiixServer

Digital Workflow Application

Built around industry standard practices and robust client-server technologies, MagiixServer application organizes and streamlines the editorial - design workflow.



“MagiixServer raises visibility and collaboration efficiencies among editorial and art teams. Editors can now, spend less time tracking production status of articles, and more time meeting creative deadlines”

Single window interface

With MagiixServer, everyone involved in producing an issue knows precisely where and at what stage of production-readiness an issue or a specific article is. Editors, designers and production managers get a single, integrated view into the production workflow across the editorial-design processes.

Full digital workflow

MagiixServer features a rich, intuitive array of tools and functionality for typical editorial-design processes related to issue creation. The workflow maps stages such as pagination, job allocation and proofing with status reports that allow users across the system to **collaborate** seamlessly in a true digital workflow environment. The text and layout review process is based on industry standard PDF format.



MagiixStudio integration

While MagiixServer automates the internal workflow, it also provides a seamless integration with Powerweave's MagiixStudio service in an 'Internet transparent' process meaning users can send and receive jobs to MagiixStudio without having to get on the Internet and perform file upload/downloads.

MagiixServer Functionality

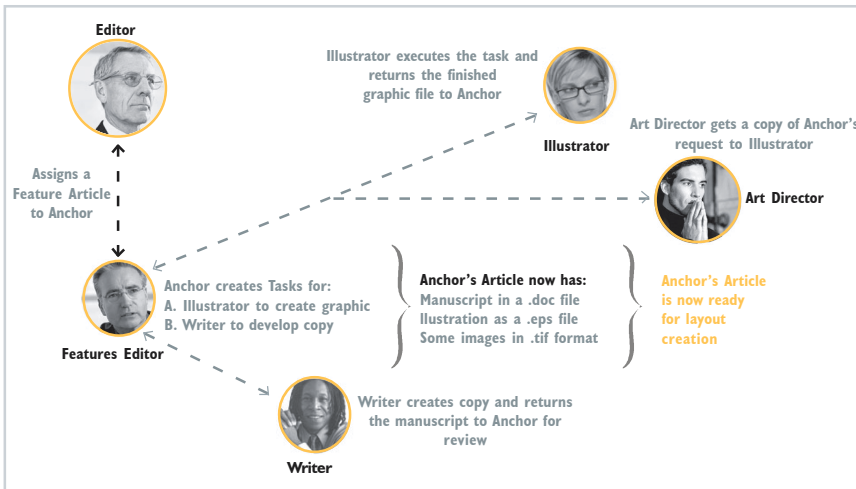
- Issue planning & pagination
- Sharing page plan with editorial, advertising, art & production teams
- Article assignment to authors
- Creation & review of tasks for specific articles
- Sharing of design inputs between editorial and art teams (in-house and MagiixStudio)
- Digital (pdf-based), proofing including comparative views across layout versions.
- Article-wise version tracking & control
- Comprehensive status reports
- User rights management

Publishing with greater visibility.

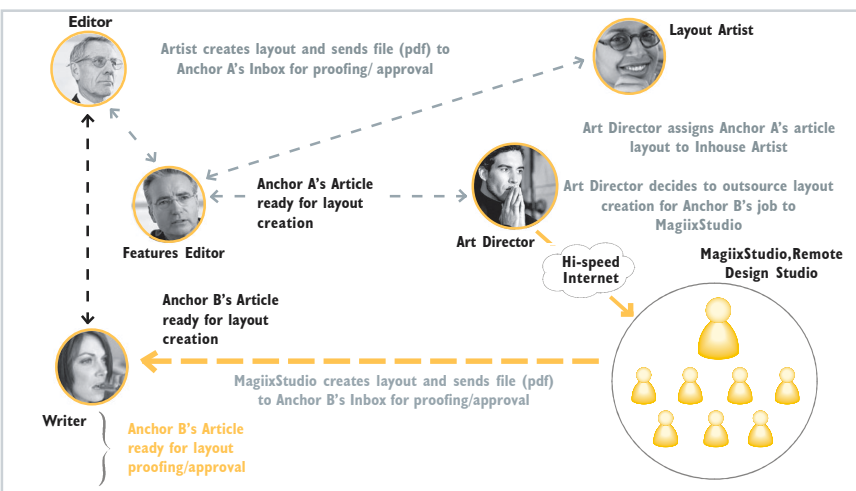
Edit. Advtg. Art. Production. One integrated system.

Editorial-Design Workflow

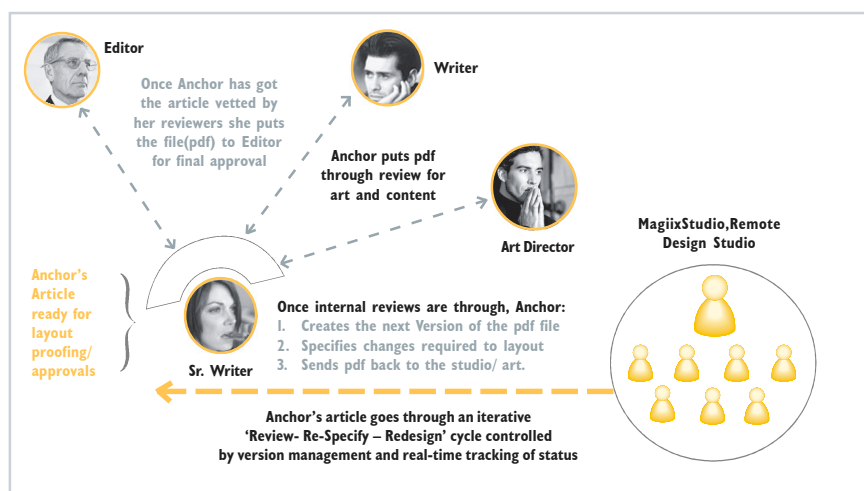
Step 1: Editorial content creation



Step 2: Layout creation



Step 3: Design review/proofing



Paginator: Allow editor(s) to create article-wise issue structure, assign position of ads and inserts and make changes to structure using graphical tools. Also provides a graphical means to track articles and status of work-in-progress, where the article is and in which version. The editor can also assign specific articles to particular authors across an issue.

#	Select	Title	Issue	Total Pages	Edit Pages	Ad Pages	Edit Closing	Ad Closing	Prodn. Closing
1.	<input type="checkbox"/>	Celebrations	April 2004	84	44	40	Mar 8, 2004	Mar 10, 2004	Mar 15, 2004
2.	<input type="checkbox"/>	Celebrations	May 2004	84	50	34	April 8, 2004	April 12, 2004	April 17, 2004
3.	<input type="checkbox"/>	CL	May 2004	76	40	36	April 7, 2004	April 11, 2004	April 15, 2004

#	Select	Article	Prop. Sheet	Anchor	Layout Approval Date	Time Left	Article Status
1	<input type="checkbox"/>	ERP II		Fred Futura	31/01/2004	8 Days	In Design ●●● ✓
2	<input type="checkbox"/>	NEWS		Rene Ritter	31/01/2004	12 Days	In Edit ○
3	<input type="checkbox"/>	GAMES		Joe Scribe	31/01/2004	-	Layout Approved ●●●● ✓

Task Manager: Provides users across the workflow with access to functionality that enable them to manage and execute assigned tasks.

MagiixStudio

Integrated Design Studio Service

A fully managed, SLA-driven, design studio service that seamlessly adds low-cost, high-quality graphic design resources into the production process.



“ If we can outsource printing, distribution and content creation, why not graphic design? To me, it doesn’t really matter ‘where’ design gets executed. What matters is whether my editors and I can continue to stay in control of the creative processes ”

Proven, predictable source of design

MagiixStudio is managed by **publishing professionals** with several years of graphics production, magazine design, pre-press, print and editorial experience.



Powerweave’s remote design studio model has been proven over the last three years while delivering complex design and artwork services including design-from-brief work to corporates, promotional merchandisers and quick printers with unerring accuracy.

Rapid turnaround

MagiixStudio offers a **24 x 7** schedule so publishers can leverage the time zone differences to speed up production cycles. Typical turnaround times are between **12- 48 hours** for the first version layouts and under 12 hours thereafter, for changes.

Free high-value resources for revenue creation.

Outsource design with complete control.

What's your art cost/page?

2002 EDITORIAL EXPENSES BY CIRCULATION SIZE.					
	Upto 100K	100K - 500K	500K - 1 MLN.	1 MLN - 2 MLN.	2 MLN. +
EDITORIAL PAGES	466	594	913	888	1028
MANUSCRIPTS/ART COST/ EDIT PAGE	\$366	\$899	\$2242	\$3137	\$2466
OTHER EDIT COSTS/ PAGE / EDIT PAGE	\$427	\$1631	\$3145	\$2638	\$3951
TOTAL EDIT COSTS/ PAGE / EDIT PAGE	\$792	\$2530	\$5387	\$5776	\$6417

Source: MPA & JEGI

SLA-backed service

The uniqueness of the MagiixStudio service lies in the fact that it is backed by comprehensive service-level-agreements (SLA) and delivery standards. MagiixStudio's high redundancy delivery infrastructure coupled with local level program management support ensure quality, consistency and timely deliveries.

Seamless workflow integration

MagiixStudio leverages the Internet and high-speed, high-reliability digital networks to receive design specifications and send back finished files directly into the MagiixServer production workflow within full visibility and control of the publisher.



Instant **status updates and graphic alerts** provide total clarity on where and at what stage of production-readiness a specific article or an entire issue is.

Fully managed service

Job pick-up and delivery is fully managed by MagiixStudio in an **Internet-transparent** delivery process. In effect, publishing managers do not have to manage cumbersome file uploads/ downloads.

Also, local level support, training, installation, infrastructure setup and troubleshooting are completely managed by Powerweave through a combination of local and offshore support processes.

Full Service Capabilities

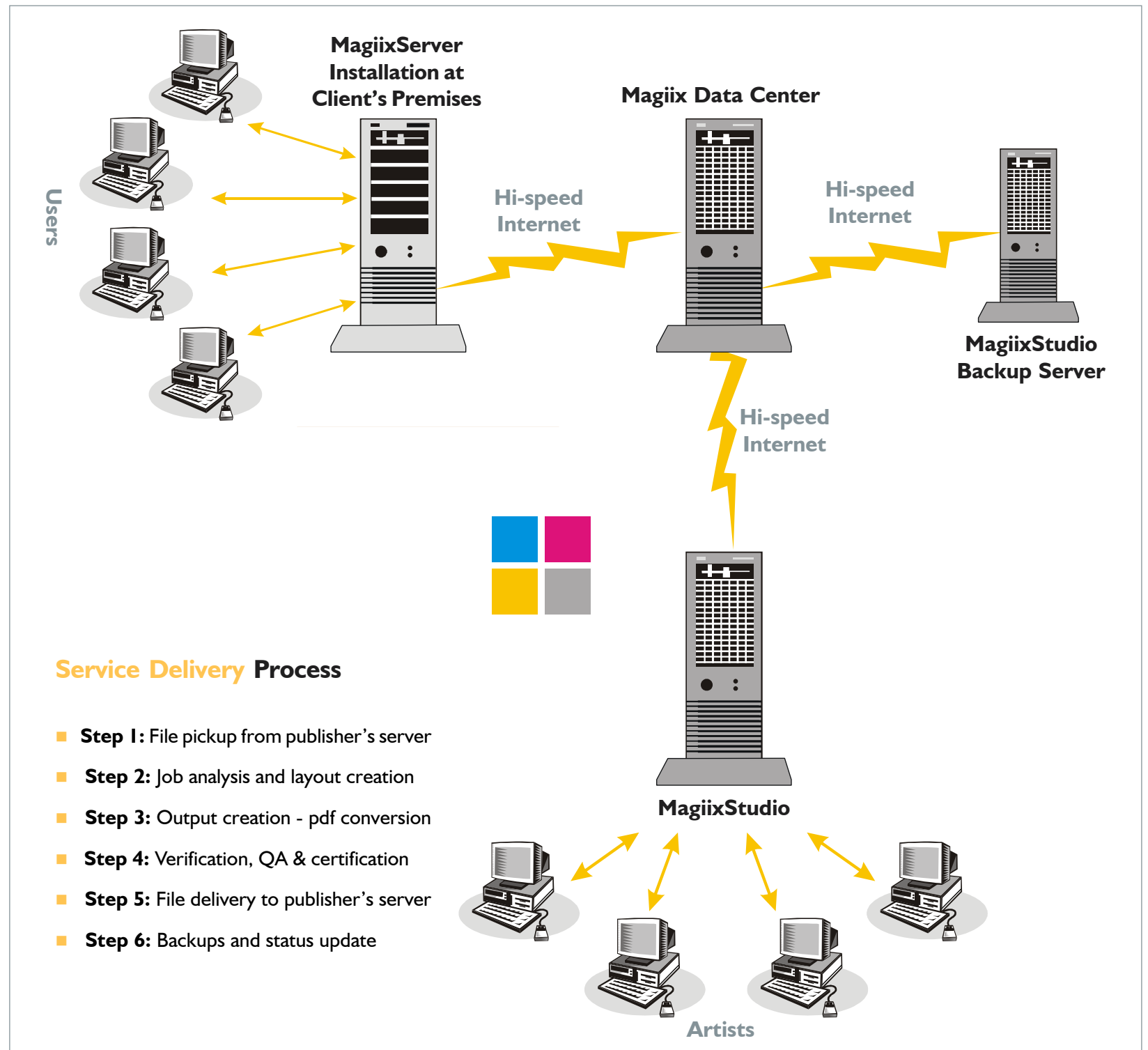
- Page layout & composition
- Graphic design including visualization, illustration, image editing and magazine design services
- Proofing & editing for 'fit-to-page'
- Pre-flight proofing & artwork creation
- Archiving & storage services

Proven Track Record

- Over 3 years in remote design studio operations
- 250,000+ man hours of experience across print, web & multimedia platforms
- Over 85,000 artworks delivered till date
- 99.1% first-time approved
- 98% + on-time deliveries

Delivery Architecture

High availability, high reliability infrastructure



**Low-risk, low investment.
high reward.**

Local service. Global delivery.

MagiixStudio uses high-speed, high-reliability digital networks built around a **multiple-redundancy architecture** to ensure near 100% uptime. Dedicated connectivity between MagiixStudio and your LAN is backed up by redundant file transfer, local back-up design studio and web servers.

Fully de-risked solution

Through its solution partners based in the US and UK, Powerweave provides the complete set of on-site and on-shore program management services to support publishers through **installation, commissioning and ongoing service delivery processes** including equipment provision and management. Partners not only provide business level support and **outsourcability analysis** but are also geared to take over the studio operations in the unlikely event of a service outage.

Scale as your needs grow

Both components of the Magiix solution support true scalability. You can start as small as a single user, single-title configuration and add more titles and people into the MagiixServer workflow as you feel appropriate. Plus you can start by outsourcing selective portions of your magazine pages to MagiixStudio and scale up with time.

Use existing infrastructure

Magiix is a low-investment solution that works off standard PC hardware and network infrastructure. All you need to deploy and use Magiix is a dedicated server with a global IP address broadband Internet and basic networking gear such as a router and a firewall. You probably have these already!



Clear and present ROI

While there are direct cost savings from outsourcing the graphic design process to MagiixStudio, equally substantial savings accrue from productivity improvements and from better utilization of high-value, in-house resources in tapping new revenue opportunities.

To work out your possible ROI from Magiix, call us today!

Or eMail us on: info@magiix.com.



Basic Service Level Specifications

- 24 x 7 availability of studio operations
- 12 - 48 hour turnarounds for Ver 1.0 of layouts
- Proof files in pdf and/or native formats (Quark, Pagemaker)
- Management of server / job files at your end
- Issue-wise billing and productivity reports
- In-process support via chat, eMail, voice and video conference
- Local issue management, application support, installation etc.,

Ask us about our Free Trial Offer



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