

# The way users consume content has changed. Are you keeping up?



**Traditional publishing has been completely transformed by the mobile era. We are no longer focused on just producing pages in a book or journal, but on delivering experiences through all kinds of formats, devices, and platforms – books, websites, smartphones, tablets, e-readers, and whatever comes next.**

Are your systems agile enough to keep up with the pace of change? If entrenched workflows based on old methods and older technology are holding you back, Apex can help.

## **Stay on the Cutting Edge of Publishing Technology with XML Workflow & Content Management Consulting**

We make it our job to know what is happening—and what's about to happen—in digital publishing. Leveraging the unmatched expertise of our veteran publishing industry consultants and active participation in leading working groups like those in the Book Industry Study Group (BISG), NISO, and the W3C, we help our clients understand and adopt technologies that are revolutionizing this business.

“Apex’s approach is professional and customer-oriented. They helped us reinvent our outdated, circuitous workflows and challenged us to implement automations that have brought our production processes into the 21st century.”

*Helen Atkins,  
Public Library of Science*





### Implement agile solutions that stand the test of time

Rather than having to tear down and rebuild your systems every few years – wasting time and resources – Apex solutions are built to last. We help you create agile systems and workflows that can quickly adapt to the ever-evolving industry.



### Use your resources to their fullest potential

Outdated systems and processes slow down your products and people. We can help you streamline workflows and implement cost-saving, time-saving solutions that reduce the bottom line and keep you competitive.



### Workflows have to work—for everybody

An updated workflow has to work for everybody—your staff, your partners, your customers . . . and your budget. That's why we are dedicated to a partnership approach, understanding the full scope of how changes will affect your organization. This holistic view keeps you from fixing one thing and inadvertently breaking another.



### Change management that turns doubters into believers

One of the toughest parts of implementing any change is garnering buy-in from siloed team members. Through a “listen and ask” approach, Apex consultants pay attention to those within an organization who resist change the most, and turn them into advocates.

## Work With the Best in the Business



Apex's consulting arm is led by one of the most distinguished names in publishing, **Bill Kasdorf**. Bill has earned many accolades for his work establishing digital publishing standards, and is a trusted advisor to publishers around the world. Having held almost every role in the business, Bill brings a unique perspective and deep understanding of how publishing works, and how to make it better.



**Greg Suprock** grew his technology expertise working for large publishers and applies that experience to imagining and implementing innovative technology solutions for Apex customers. Whether recommending a revised workflow, superior technology, or building a custom solution from scratch, Greg is skilled at recognizing what is broken within a publishing workflow, and how to fix it.



Content & Media Solutions

## About Apex CoVantage

Apex is a leading supplier of metadata, data conversion, editorial, and content-enhancement services to publishers worldwide. By balancing leading technology and broad industry expertise, Apex delivers exceptional content and media solutions to its customers. Apex has been managing large-scale content projects for libraries, publishers, and media companies around the world for nearly 30 years.

+1.703.709.3000

content@apexcovantage.com

@apex\_content

linkedin.com/company/apex-covantage

facebook.com/ApexCoVantage

[apexcovantage.com](http://apexcovantage.com)

Apex CoVantage  
200 Presidents Plaza  
198 Van Buren Street  
Herndon, VA USA 20170-5338



Learn more at [apexcovantage.com](http://apexcovantage.com)