



# Repurposing of Digitized Content

## A leading content aggregator

The client is a leading provider of learning and research solutions for the academic, professional, and library markets worldwide.

### Project / Service Category

- Content Enrichment

### Services Provided

- Data Analysis
- Transformation Services

## Background

The client engaged HTC to perform content enrichment services by transforming the digitized content available in an old to a new structure for launching it in a new platform. The job required converting about 4.5 million pages within 3 months.

## Key Challenges

- Data inconsistency as the content was acquired from various sources

## Solution

Our Subject Matter Experts analyzed the input & output DTD structures and identified the areas that required auto and manual conversion. HTC adopted a semi-automated approach to transform the desired XML structure. This approach enabled us to complete this voluminous project within a much shorter time.

## Benefits

- Our semi-automated approach enabled significant cost saving to the client and enabled us to complete the project ahead of its target date
- The client witnessed a 28% increase in the number of subscriptions



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- Over 27 years of IT and BPO experience in providing cost effective and innovative services across domains for a wide spectrum of global 2000 customers
- Quality and information security processes compliant to SEI CMM Level 5, ISO 9001, ISO 27001 and PCI DSS standards
- Global presence, large delivery centers, talented professionals, capabilities across multiple technologies, platforms and domains

*Reimagine technology to accelerate your business*

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