

Media and Publishing Practice



Manage digital turbulence with effective digitization

The 'digital' shift and the increasing demand for anytime and anywhere content is drastically changing the way media and publishing industry work. Media and publishing companies are constrained to reorient and equip themselves to manage turbulent digital demands by reusing / repurposing content, optimizing content creation, and providing innovative multi-platform delivery.

HTC's Media and Publishing Practice has over two decades of experience in providing innovative, cost-effective, and customized IT services and solutions to global Media and Publishing enterprises. Our IT offerings enable media and publishing enterprises to successfully respond to the emerging digital challenges by simplifying content creation, management, distribution, and enhancement of user experience. We also help you to track readership and analyze readership data for ensuring improved business outcomes.

Highlights:

- Over two decades of experience in delivering scalable online product platforms and products
- Domain expertise supported by Technology Centres of Excellence
- Expertise in Digital Product Development Life Cycle
- Integrated marketing, catalog, and ecommerce platform
- Experience in digitizing over 250 million pages of content



- Enterprise Content Management and Publishing
- Document Management System
- Search Technologies
- Content Aggregation / Categorization
- Document Conversion
- Data Archiving & Preservation
- Workflow & Business Process Management

Solution



- Technology Architecture Consulting and Design
- Product and Platform Development
- Implementation
- Maintenance and Support
- Third Party Integration
- Portal Development
- Digitization
- eBook Development
- Mobility

Services



- docuSTACK (HTC's document management system)
- IBM FileNet
- SharePoint
- Infopath
- Windows Workflow Foundation
- MarkLogic
- Vignette
- Alfresco
- DNN Evoq
- Drupal
- Joomla
- Kofax
- Lucene

Tools & Technologies

Reimagine technology to accelerate your business



HTC's IT Service Offerings

- Technology Architecture Consulting and Design services - improves agility and stability, empowers you to harness new business opportunities by taking advantage of emerging technology platforms
- Product and Platform Development - accelerates development of customized software solutions by applying our proven software product engineering services
- Implementation - enables publishing of interactive digital content anytime, anywhere, over any network, to any device
- Maintenance and Support – confers measurable business value by reducing TCO and increasing ROI
- Third Party Integration services – seamlessly integrates all key IT assets, enables them to work in sync with CRM, ERP, Payment Gateway, workflow and other critical applications to provide engaging, seamless, and unified experience for internal and external stakeholders
- Portal Development - helps connect, engage, interact, and collaborate better with stakeholders by offering the best-in-class cross-channel user experience compelling functionality
- Digitization - helps to repurpose your content to digital formats quickly, accurately, and cost effectively
- eBook Conversion - transforms hard copy and digital content into multi-use digital formats on all popular eReader platforms and mobile devices
- Mobility services – customized mobile applications to meet the strategic mobile initiatives for reliable and effective sharing of digital content anywhere, anytime, across any network, and on any device

HTC's IT Solutions

- Enterprise Content / Document Management – customized ECM solutions using - IBM FileNet, MarkLogic, SharePoint, and Open Source Software
- Workflow and Business Process Management – helps you adapt to digital disruption with appropriate workflow and business process management capabilities
- Content Aggregation / Categorization – provides greater consistency, relevance, and marketability for content by collating several reliable resources for a specific topic
- Search Technologies – SEO techniques - helps structuring your content to enable users easily find the required information from your publications and gain insights
- Content Conversion / Digitization Services / Document Conversion – enables you to repurpose your content by organizing and converting it to digital formats of your preference quickly, accurately, securely, and cost effectively

About HTC:

- Extensive experience in providing cost effective and innovative IT and Business Process Services and Solutions across domains for global customers since 1990
- 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

HTC GLOBAL SERVICES

USA | UK | Germany | India | UAE | Australia | Malaysia | Singapore | Indonesia
E-mail: contact@htcinc.com Web: www.htcinc.com