

1. ENTERPRISE PUBLISHING TRENDS

Dakota strives to help its clients adapt to current publishing trends:

Single Sourcing

Organizations should manage their digital assets in a neutral format so that they can be modified centrally and distributed to print, web, etc. automatically.

Low Cost Outsourcing

Organizations should focus only on high value-add publishing activities. There are many outsourcing options for data conversion, composition and printing available at low cost.

Shifting Responsibilities

As new technology is introduced to automate publishing tasks, One should expect many organizational role shifts. Handling these shifts appropriately will be a greater challenge than choosing the optimal technology solution.

On-demand Publishing

Organizations should develop their publishing infrastructures to support custom electronic delivery based on subscriber preferences.

