

## 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.

