

Question(s)

How would you characterize the capabilities of Wiley's solution...were they primarily due to (a) out-of-the-box capabilities of Aptara's PXE4, OR (b) a straightforward configuration of PXE4, OR (c) heavy development and extensions on top of the PXE4 toolset?

Answer(s)

We started with the 'out-of-the-box' solution, but this needed adaptation in every case where we are using Aptara's PXE4. For both VRP and EE+ this involved developing bespoke workflow configurations, whereas EE+ has a number of add-ons that are not included in the basic offering. One of the success factors in the project has been the ability to accommodate these special requirements.

If Wiley did not increase staff, how much training was required?

A fair amount of training was required and we devoted quite a lot of effort to developing our own internal procedural guidelines and FAQs. Aptara also carried out onsite training in Weinheim, Germany. I would say that the investment paid off.

Has Wiley attempted to decrease the volume of content?

We have not decreased the volume of content in any area, but have attempted to deal with the steady increase in the volume of submissions that we have seen in recent years in a more efficient fashion.

Is PXE4 customized through modules or truly customized for each client?

PXE4 uses a modular design but is, in fact, customized for each client—or even for different projects within the same client. The customization points have largely been externalized to make the customization process as efficient as possible.

Where would PXE4 be located – on your server or on the client's server?

It is located on Aptara's servers. If there is a strong requirement for deployment to a customer site, that can be investigated.

What kind of updates are built into the cost (e.g. when a new ePub device comes out, or the device specs change)?

We have multiple levels of annual support / updates that an organization can subscribe to. These options come bundled with simple updates (like a change in EPUB or other output format spec) and upgrades to new versions of PXE4 with added functionality.

What's your position on the use of DocBook in the XML standard?

DocBook has been around for a long time and is widely used. Most users adapt the standard DocBook DTD to their own environment.

How are graphic (e.g. TIF, EPS) files and complex tables input into PXE4? How are authors able to make changes to tables once they are in the tool?

Image and media files can be handled through PXE4's available Digital Asset Manager (DAM) or through your own. Tables are generally handled through markup which supports a majority of table designs. The table editing tool is a WYSIWYG within the editing interface and, if need be, the XML can be manipulated.

Question(s)

Do you have defined EPUB specs optimized for a specific delivery medium? For example, tablets: Are tables images or live text? Are you using SVG as a deliverable image format?

You said with PXE4 "you can mark the semantic content". Which kind of semantic metadata can be added with PXE4? Who potentially can add semantic metadata with PXE4—authors, editors, readers?

If PXE4 is a web portal product, where do the image and data files live during production? Do they need to be uploaded to a web server?

With a flexible tagging system like this, how did you manage indexes and the like: collections of links that point into the documents (indexes, TOCs, external links from blogs, master data management). How do you manage the many pointers that direct people into large moving targets?

Who creates the InDesign templates for the content to flow into? And how are they uploaded to the CMS?

What are the pricing models? Named User, or Concurrent Users, or Enterprise License, or "it depends"?

How does PXE4 support DRM?

Do you have Digital Rights Management tools for EPUB export available in this system?

Answer(s)

EPUB export specs can be developed based on the capabilities of specific platforms/mediums. This would be part of the setup discussion to determine the best way to output your content.

Essentially anything can be added to the markup (manually or programatically). In the current environment, authors and editors can add semantic metadata. Reading platforms might allow some local metadata creation, but it is limited at this time.

Files can live in a CMS and DAM or within the PXE4 server, based on your requirements.

How indexing is accomplished depends largely on the markup schemes being employed. In many cases, some indexing can be done programatically, and in others it must be done by humans. The management of links is accomplished using XML referencing schemes that can be validated. How the links are used depends on the output format/device.

If you have InDesign templates in place, we will start with those. If you need new ones we can work with your design team to develop the templates.

Pricing is dependent on the degree of customization, e.g. unique DTD/schema/stylesheet requirements, workflows, number of users, etc.

We use a mix of third party solutions to provide some of the functionality within PXE4. Adobe's ACS4 server can be integrated to provide the DRM capabilities.

Not yet, but planned for a future release.

Question(s)

Can you expand on "indexing" please, especially about any tool dependencies/issues?

Answer(s)

No known issues to the best of my knowledge. It is possible that a conversion of some sort might be required depending on what the indexing software is required/able to handle.

How do co-edition partners work with the system?

That would be set up in PXE4's Workflow Manager.

Is there a marketing module that can be integrated into workflow to encourage pre-sales through pre-publication content sharing?

That has not been developed, but it sounds like an excellent concept to add to the coming eCommerce capabilities.

Are there any layout limitations for the InDesign templates, or can the page literally be designed exactly as the client wants?

There are no limitations on InDesign functionality. Final layout should still be done using InDesign.

How will the upcoming Adobe InDesign CS 5.5 update affect the workflow? (It is rumored to deal with EPUB workflow at the same time as print content creation.)

We are working on that integration now. There is a "save as EPUB" capability in CS5, but the results are usually not up to the standards of most publishers.

How do we get a quote for our workflow? Does the system support the current EPUB 3 draft spec?

We are examining the current draft of the EPUB3 spec (Eric is on the Working Group) and are laying out the modifications that need to be made. At this point it is not known when devices that support EPUB3 will be released, so it will be difficult to test the output for a while.

When converting to EPUB, how does PXE4 handle legacy .indd documents that have local formatting rather than completely styled content?

We would need to look at the legacy files to make an accurate determination.

What are the reporting capabilities during the authoring process (e.g., for managing the development of a multi-contributor book, would it be possible to download an Excel report summarizing the status of each chapter)?

Yes, there are several reports that already exist within the management workflow, and custom reports can be developed based on metrics and user requirements.

Can you use the system for a test?

There is no out-of-the-box capability, but we can discuss doing a limited pilot.

Question(s)**Answer(s)**

Do you have issues/concerns with math intensive content?

No, PXE4 has been used by several STM publishers with heavy math requirements.

Do Word files need style sheets applied?

No, PXE4 can work from the styling that Word applies by default.

Will there be a Quark interface?

Yes, it's planned for a future release.

What XML does PXE4 support?

PXE4 can be set up to support any XML DTD or schema (e.g. W3C, RelaxNG).

Do you have XML content in the InDesign files?

Yes.

What about NLM/InDesign compatibility?

PXE4 can take in NLM and round-trip it with InDesign.

Can the system accept TeX as input?

Yes.

Do you also support MOBI format?

Yes, as part of the "eBook Publish" option.

Does the system support the XML being used by other external apps—API style?

Yes.

Does PXE4 support LaTeX as an input format?

Yes, the LaTeX is converted into a form of XML.

If we already have a build of eXtyles, can this be used as the "style sheet"?

Yes, we will custom create the online style sheet based on these eXtyles.

Is there support for graphic editing capabilities in Photoshop or Illustrator?

For now users can download graphics on their local system, edit them in Photoshop, and then upload the images back into PXE4. Online graphic editing is planned for a future version of PXE4.

Will this work on a current Xserve running Mac OS 10.6 server?

Yes. We actively continue to update the code to make PXE4 compatible with the latest browsers and platforms. Mac, Windows & Linux platforms are supported for all common browsers like IE, Firefox & Safari.

Question(s)

How practical is the process for one-off designed publications (not in journal format, not using a standard design template)?

Answer(s)

Practically possible. Existing InDesign templates of publishers are standardized and tweaked based on customer requirements to support runtime creation of InDesign files. Final InDesign documents created from PXE4 are currently not fully paginated files, and users have to do final pagination tweaking on these files for creating the print version. Deeper integration to support paginated files is forthcoming.

Do you expect new XML features in InDesign to be developed by Adobe, such as support for XSLT 2 and better validation of XML content inside InDesign?

While we work directly with Adobe, it is tough to comment on their future plans to support various XML features and/or standards within their products. Best would be to check with Adobe directly.

Our books are complicated with several photos and captions not tied to text. They are very design heavy. While we can implement this process on simpler books, we've struggled with the more complicated coffee table books.

Delivering highly designed books digitally is still a challenge for most publishers.

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