

Content production is no longer the exclusive purview of publishers.

Publishing = information distribution. Whatever your business. Whatever form your content takes. Whether it's your company's primary revenue source, a training instrument, or the backbone of your back-office operations.

Whether you publish it, mine it, use it to teach, to lawyer, or to comply with federal regulations—**no company understands content like Aptara.**

Let's get digital.

Digital is not just a way to salvage or update legacy products. Digital-first production is a way to produce exciting and more effective new products—and forge new revenue streams. It's an opportunity to streamline workflows while generating revenue and eliminating expenses.

Aptara helps companies in any industry use digital technology to leverage legacy content, retool document workflows, and produce meaningful, profitable courseware and other products, and deliver them to PCs, tablets, eReaders, custom eReaders, smart phones—even print.

One partner. One solution.

In a competitive, fast-moving digital world, a successful content strategy must be fueled by discerning content development, durable workflows, and razor-sharp technology expertise.

Aptara's industry veterans have unrivaled expertise in content creation, learning and performance, complex content technology, and document processing for publishers and corporations whose content and learning materials keep their employees and customers up-to-date and well-informed.

Content & Business Solutions

- Digital Content Development
- Content Technology Development
- Corporate Learning & Performance
- Custom Content Services
- Customer Lifecycle Management

Industry Expertise

- Legal
- Banking, Finance & Insurance
- Healthcare & Pharmaceutical
- Information Technology
- Publishing



Smart Content and Business Solutions for Your Industry

Our back-office business solutions support the content strategies that we develop and implement. And our customer lifecycle management teams supply the services and support that ensure your entire operation is running smoothly.

Aptara's end-to-end solutions mean you realize the benefits of single-vendor management.

Smart solutions for savvy clients.

You know the problems you must address in order to keep your business lean and profitable. And you know which are beyond the scope of your expertise to solve.

Content is Aptara's core competency; that leaves you free to concentrate on your own. And that's the kind of freedom that balances your balance sheets and boosts your bottom line.

And as your partners, we have as much at stake as you do in realizing quality, maximizing profits, and reaching peak efficiency.

Aptara's digital content, learning and performance, and business services solutions are in place at market-leading companies worldwide. Our industry specialists design and implement strategies that capitalize on new digital and mobile technologies for information providers in IT, law, healthcare, pharmaceuticals, insurance, financial services, and publishing. Aptara solutions uncover new revenue streams, improve operations, and realize cost savings for enterprises. Founded in 1988, Aptara is headquartered in the United States and has offices on four continents. Our parent company, iEnergizer, is publicly traded in the UK. ■ ■ ■

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