Maverick
Publishing Specialists

Identify and improve through collaboration: Production and Editorial Workflow Support

Managing the day to day processes and tasks of publishing millions of pages of content means that operational teams don't always have the scope to conduct detailed workflow and systems analyses. This means that over time inefficiencies and risk are introduced into the workflows such as: single points of failure; lack of version control; excessive numbers of touchpoints; redundant code; non-optimised processes and so on. The content team at

Maverick understands the difficulties of having to balance the increasingly complex demands of an expanding range of publishing models with the cost to serve these models, and we are here to help you with this part of the puzzle. We can deliver a quick tightly focused piece of work following a well-established process to document your current state and identify improvement recommendations.

The typical approach would be to have an initial discovery phase to get a detailed understanding of the current state; followed by an analysis and recommendations phase.

These are the typical areas that would be reviewed during a project:

- Organisational Structure
- Current processes and workflows across content and data delivery
- Cost base and sourcing strategy
- Skills audit
- Third party supplier review
- Internal communication and engagement strategy

We hope you consider Maverick part of your core group, working in your interests as an extension of your team.

Please contact us to learn more:

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