



Workflow Integration and Automation

Most publishers are working with a systems landscape that has grown organically to fulfill specific functions. Integrating those systems can tie together the components of the publishing cycle—peer review, editorial, production, hosting, and downstream delivery—to allow each stage to inform the next.

This level of interoperability promotes data generation early in the process, increases efficiency, and enhances capabilities, such as applying research integrity tools, capturing funder and licensing information, and ensuring the metadata supports discoverability.

Managing the day-to-day processes and tasks of publishing a high volume of content means that operational teams don't always have the scope to conduct detailed workflow and systems analysis. As a result, risks can be introduced into the workflows—single points of failure, lack of version control, excessive touchpoints, redundant code, or sub-optimal processes.

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. We can deliver a tightly focused plan following a well-established process to document your current state and identify areas for improvement.

The typical approach would involve an initial discovery phase to get a detailed understanding of the current state and any pain points. This phase would be followed by an in-depth analysis and recommendations.

- Current processes across content and data delivery
- Timing for each stage of the process
- Cost base and sourcing strategy
- Current processes across content
- Third-party supplier review

- Internal communication and engagement strategy
- Skills audit
- Organizational structure
- Audit analysis, recommendations, and delivery

Please consider Maverick an extension of your team and let us help you with workflow and automation issues.

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