SEPTEMBER 16, 2003 RAND/TEXTCENTRIC MEETING AGENDA

Purpose

To provide Rand a broad overview of:
   (a) digital publishing options and trends for documents, reports, and books
   (b) the software, solutions, and consulting available from TextCentric

To provide TextCentric an overview of specific needs:
   (a) individual publishing efforts (document, report, book)
   (b) special needs of each of the separate efforts
   (c) notion of single or multiple solutions across needs
   (d) in-house versus outsourced

To determine if TextCentric solutions or consulting can assist Rand in its transition to standards-based digital publishing.

Intro to TextCentric

Purpose & Mission

Mission: to assist publishers cut costs, reach markets, and provide clients with better user experiences.

Purpose: to find the new paradigms to power the publishing transition for content owners and content consumers.

R & D: Board Chair and Chief Scientist, Ananda Gunawardena, is Carnegie Mellon Computer Science faculty and mathematics textbook author.

Sales & Technical Design: Gordon Freedman, CEO, Steve Tamagni, Senior Product Engineer, Monterey, Ca

Production, Conversion, Development: Colombo, Sri Lanka

Products & Services

- MetaPrep Conversion, Digital Prep, Application Development
- AdaptiveBook™ Next Generation XML Digital Publication System
- iLearnLMS™ SCORM Compliant Learning Management System
- TC Consulting Digital Publishing and eLearning Analysis & Planning
Introductions

Explanation of Rand needs

Description of TextCentric Solutions

Survey of Solutions

General Trends
- TextCentric Approach
- TextCentric Products & Services
  - MetaPrep
  - TC Consulting
  - AdaptiveBook™
    - Author
    - Use
    - Store
  - iLearning LMS™

Case Discussion of Rand Needs

Documents
- Reports
- Books

Discussion of Singular vs Comprehensive Solutions

Rand Objectives in Light of Discussion

TextCentric Ability to Service Rand Needs
- Pilot
- Solutions
- Outsource/Insource

Next Steps Discussion
- Pilot Possibilities
- Consulting Possibilities
- Sales & Marketing Strategy (B2C)
- Delivery & Management Strategy (B2B)

Incremental vs Comprehensive Digital Publishing Strategies
Content producers who have had a variety of digital solutions and are now confronting the construction of standards-based publishing programs that have multiple outputs (physical documents, digital documents, storage repositories, eLearning), confront the question of conversion to an information-based publishing strategy versus a product based one. The information-based program means conducting authoring, editorial and production processes as part of a singular and consistent activity. It can also mean starting different processes for different needs based on a pre-planned growth strategy that will result in a coordinated system in the future. Ultimately, it is best to develop a fully digital strategy and then create an implementation plan that brings the strategy to fruition in stages.

Digital Preparation
At the heart of any digital strategy is a system of XML creation, meta-tagging, and standards adaptation.
- AdaptiveBook™
- iLearning LMS™