

Prepress and e-Publishing Services OVERVIEW



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"It is skill not strength
that governs a ship"



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TIME CHART			
INDIA	UK	USA	AUS
09.00 AM	04.30 AM	10.30 PM	01.30 PM
10.00 AM	05.30 AM	11.30 PM	02.30 PM
11.00 AM	06.30 AM	12.30 AM	03.30 PM
12.00 PM	07.30 AM	01.30 AM	04.30 PM
01.00 PM	08.30 AM	02.30 AM	05.30 PM
02.00 PM	09.30 AM	03.30 AM	06.30 PM
03.00 PM	10.30 AM	04.30 AM	07.30 PM
04.00 PM	11.30 AM	05.30 AM	08.30 PM
05.00 PM	12.30 PM	06.30 AM	09.30 PM
06.00 PM	01.30 PM	07.30 AM	10.30 PM
07.00 PM	02.30 PM	08.30 AM	11.30 PM
08.00 PM	03.30 PM	09.30 AM	12.30 AM
09.00 PM	04.30 PM	10.30 AM	01.30 AM
10.00 PM	05.30 PM	11.30 AM	02.30 AM
11.00 PM	06.30 PM	12.30 PM	03.30 AM
12.00 AM	07.30 PM	01.30 PM	04.30 AM
01.00 AM	08.30 PM	02.30 PM	05.30 AM
02.00 AM	09.30 PM	03.30 PM	06.30 AM
03.00 AM	10.30 PM	04.30 PM	07.30 AM
04.00 AM	11.30 PM	05.30 PM	08.30 AM
05.00 AM	12.30 AM	06.30 PM	09.30 AM
06.00 AM	01.30 AM	07.30 PM	10.30 AM
07.00 AM	02.30 AM	08.30 PM	11.30 AM
08.00 AM	03.30 AM	09.30 PM	12.30 AM

HOLIDAYS FOR 2005 IN OLYMPUS

- | | | |
|-------------------------|----------|-----------|
| 1. New Year's Day | 01-01-05 | Saturday |
| 2. Pongal | 01-14-05 | Friday |
| 3. Tiruvalluvar Day | 01-15-05 | Saturday |
| 4. Republic Day | 01-26-05 | Wednesday |
| 5. Tamil New Year's Day | 04-14-05 | Thursday |
| 6. Independence Day | 08-15-05 | Monday |
| 7. Vinayaga Chaturthi | 09-07-05 | Wednesday |
| 8. Vijayadasami | 10-12-05 | Wednesday |
| 9. Diwali | 10-31-05 | Monday |
| 10. Christmas | 12-25-05 | Sunday |



Olympus is a privately owned information technology enabled services (ITES) and consulting firm with rich and varied experience across the globe.

We offer the following key services:

- Prepress and e-publishing services (PePS)
- Data conversion
- EDGAR conversion
- Scanning and digitization

A publisher looks for the ability of a supplier to deliver with speed and accuracy. At Olympus, speed and accuracy go hand-in-hand. Continuous attention toward quality, excellent customer service, quick turnaround, and commitment to work permeates every level of our process.

We ensure quality in our services by deploying documented quality processes through latest technology and a skilled workforce backed up by sound financial and business acumen.

ABOUT OURSELVES

OUR ASPIRATIONS

We are a customer-oriented company continuously delivering cost-effective, high-quality solutions that add value to the customer's business.

Our company culture cultivates the spirit of innovation, teamwork, and professionalism. We also promote the highest standards of business ethics.


QUALITY PLEDGE

Team Olympus commits to meet exactly the expectations of our customers by providing the highest quality of service on schedule. We pledge:

- To have a thorough understanding of customers' requirements and provide solutions
- To deliver an error-free output (by deploying the best human skills combined with the latest technology)
- To maintain ethical standards of practice and a high level of professional integrity
- To establish a reputation for innovative practices in service delivery

We have a '**NO ERRORS, NO DELAYS**' policy for the work we undertake.

PREPRESS AND e-PUBLISHING SERVICES

 Our team is well versed in all aspects of typesetting and composition services. These services include:

- Page composition with QuarkXpress, TeX/LaTeX, 3B2, Indesign, PageMaker, FrameMaker, etc.
- Artwork management (color, b/w; halftones, line illustration; scanning, redrawing, relabeling and resizing; medical illustrations; cover design)
- Project management (including liaising with the author/contributors)
- Editorial services (structure, content, and specialty)

We offer services to the following publishing segments:

- Scientific, technical and medical (STM) books and journals
- Academic books
- Books for children and juveniles
- Industrial magazines/annual reports
- Legal publishing
- Reference manuals/encyclopedias/dictionaries

OUR SERVICES

DATA CONVERSION



- Conversion of hard copy and electronic files to any suitable format for the web viz PDF, XML, HTML, eBooks, etc., based on the client's requirements
- Capture of header files for on-line publications in any markup language (SGML, XML or HTML)
- Data capture
- DTD creation
- Keying/coding

24x7 EDGAR CONVERSION



- Conversion of hard copy and electronic files to suitable EDGAR formats
- Consulting and deployment of XML/XSL technologies with application of XFDL adaptation for EDGAR filing

- In-house developed software to create header data, tags, financial data schedule (FDS) that comply with US Securities and Exchange Commission (SEC) rules and regulations
- Custom-built tools for validation and quality checking for production to ensure superior quality output

SCANNING AND DIGITIZATION



Scanning and digitizing of

- Rare books and journals
- Theses and dissertations
- Newspapers and magazines
- Rare advertisements
- Rare literature and documents
- Ancient manuscripts
- Posters
- Medical records and evidence
- Legal documents
- **XPLORE**[®] custom-built retrieval software for PDF, RTF, and XML formats

OUR CUSTOMERS

In the short span of time that we have been offering our services to this industry, we have won over the confidence of many clients. Some of them are:

- **UK** – Folens, Mark Batty, Cameron May, Hart Publishing
- **USA** – Brainwaves Books Centre, Dowden Health Media, Xulon Press
- **Australia** – Open Logic, Mercator, Alice Spring News
- **Finland** – Soumen Runogalleria
- **India** – *Indian Journal of Endocrine Surgery* (IJES), *Indian Journal of Clinical Practice* (IJCP), Orient Longman Group of Companies, DX Technologies, etc.



PRINCIPALS

Vijay Ayyappan – An engineering graduate from Anna University, Chennai, with a master's degree in business administration from University of Southern Mississippi, USA. Ayyappan is the co-founder and Director of Olympus Infotech Pvt Ltd. Ayyappan has over 12 years' experience in the area of marketing and manufacturing services in both India and the USA.

Murali Srinivasan – An engineering graduate with a master's degree in industrial engineering from Wayne State University, USA. Murali has over 12 years of experience in engineering and production. He is also a co-founder and Director of Olympus.

S.S. Vanangamudi – A master's degree holder from TNAU, Coimbatore, India. He is a visionary with excellent management skills. Under his dynamic leadership as Managing Director, the team at Apex Laboratories Limited has grown to 1200 staff and reached the status of being a top pharmaceutical company in India. For over 25 years Apex has practised ethical and prudent business practice and has won over many accolades. Vanangamudi is the Chairman of Olympus and is involved in mentoring, guiding and formulating policies.

OUR TEAM

KEY PERSONNEL

Kingsly D. Samuel – A Master of Philosophy in English Literature with a postgraduate diploma in journalism and computer application. He has around 5+ years of industry experience coordinating with top publishers all over the world. He has also been a teacher for 3 years.

K.R. Sridharan – A postgraduate in applied physics (Computer Electronics) with 6+ years of experience in typesetting/e-publishing with an indepth knowledge of understanding the customer's needs. He has a proven track record for creating new design/layout in a fast-paced environment. He has skills to train recent graduates into the industry. He drives the quality process of production including training, process implementation/reviewing, quality control and developing tools.

M.V. Jayachandru – An engineering graduate from Madras University with around 8 years of experience in information technology, of which the core area being coordinating with and managing production people. Another member of the team having excellent skills of process implementation and automation. He heads production at Olympus.

R.M. Rajan – A postgraduate from Madras University with around 10 years of experience in information technology, specializing in marketing and in coordinating sales and projects.



Good infrastructure and facilities are of paramount importance to bring out the best from every member of the team.

Olympus is housed in an area of 6000 sq ft, and is leased out for a period of 10 years. The premises are replete with the latest technology and facilities:

- 'always on' internet connection – 512 Kbps ADSL communication line
- well-lit office space, with a cheerful ambience and ergonomically designed workstations that ensure maximum comfort for employees
- 24 x 7 power supply backed up with multiple levels of uninterrupted power supply (UPS)
- IBM PC 300 with genuine Intel Pentium IV processor, 512 MB RAM, 10–80 GB hard disk, etc.
- Macintosh PowerMac G3 powered with Mac OS 9/X @ 400 MHz, 1 M cache, 256 MB RAM, and 40 GB hard disk drive

INFRASTRUCTURE

- 15"/17"/21" color monitors
- IBM Netfinity 5100 Server that delivers two-way SMP capability, high availability and excellent internal scalability
- IBM Netfinity 3000 Servers with advanced Intel processors, integrated ethernet and disk controllers that leave room for expansion
- Redundant/fail over servers that avoid any data loss
- High-end scanners and printers
- Software: TeX/LaTeX, QuarkXpress, 3B2, Chemdraw, and Adobe suites, etc.
- Sound archival tie-up facility

This facility can accommodate 125+ 'seats' in one shift, to a maximum of 375+ 'seats' (3-shift basis).



Prepress and e-publishing services are a manpower-intensive industry. This business also demands high level efficiency and accuracy. Needless to say that such stringent demands can only be met if the people running the show have the requisite skills to deliver.

At PePS, our team is our strength. Every member of the team is handpicked from some of the best institutions and is skilled in the latest technology that drives this business. Given below is the profile of the PePS team members:

Copy Editors: Our copy editors have PhDs and master's degrees in science/mathematics.

Layout Specialists/Technical Editors: Our layout specialists have a degree in science with experience ranging between 4 and 10 years in STM publishing. The layout specialists are also well versed in all publishing software.

PROFILE OF THE PePS TEAM

Proofreaders: Our proofreaders have a bachelor's or master's degree in science/mathematics and 3–5 years' experience in STM publishing.

Quality Controllers/Trainers: Quality controllers have a minimum of 8 years' experience in the industry. They also train the new staff with the latest technology.

Pagimators: Pagimators need an understanding of scientific equations and diagrams to do page layout. For this reason, we require a postgraduate degree in science/mathematics as a basic qualification. In addition, the paginator will have a minimum of 3–5 years' experience in electronic publishing and proficiency in all publishing software.

Illustrators: Our illustrators are diploma holders with a basic knowledge of science and mathematics at school level. They are comfortable with incorporating high-resolution scans and line-art furnished by publishers and use sophisticated scanning techniques combined with the latest image manipulation software to modify, label, re-label, enhance or render any artwork (both in color and black and white formats) as necessary. They are also specialized in converting artworks supplied electronically by authors to any suitable form. Our illustrators are able to design any cover and to redraw any artwork or medical illustrations.



Logistics/Production Planning Department: The people in this department are the zoners in categorizing a project. They register every incoming and outgoing project for accountability. They are graduates with an eye for detail. They liaise with design and production to recognize and resolve any potential questions early in the process, with the aim of creating a smooth workflow to save time and money for our customers.

Network Administrators: Computer science graduates with strong skills in networking and administration to address any troubleshooting or networking problems. They are responsible for security, archiving data, and transferring files via various routes.

Data Conversionists: Conversionists have proficiency in XML, SGML, HTML, and other such electronic publishing mark-up languages.

Keyboarders: Keyboarders have a bachelor's degree as a minimum qualification. Basic knowledge of English and good typing skills are a must for a keyboarder. Keyboarders are trained regularly and their performance is evaluated from time to time.



The following are the reasons why any company should look at Olympus for outsourcing:

- **Experience in this market.** Our team has over two decades of hands-on experience in providing solutions to the knowledge-based industry.
- **Automation.** Macros, parsing, and validation tools are developed in-house with a dedicated team. Our team is fully conversant with Pearl, VBA, Python, etc. enabling a sophisticated and tightly connected production process.

ADVANTAGES OF OLYMPUS

- **Quality/time assurance.** At Olympus, quality and time are priorities. We are uncompromising in delivering superior quality on time at the most competitive global rates in the industry. We constantly upgrade our services to fulfil our customers' ever-changing demands in quality, schedule, and economy. Our motto is "NO ERRORS NO DELAYS". We work hard to tailor solutions that fit each publisher and each project best.

We are always available to offer speedy quotations, update you on your job's progress or provide other help as necessary. We offer a central coordination role between authors and publishers to ensure that projects are delivered on time, meeting the requirements agreed at both ends.

As well as understanding the publisher's needs at the outset, we take every care to respond to their on-going requirements as quickly as possible.

- **Ergonomically designed workspaces** for Publishing Associates which minimize their work fatigue, thereby increasing productivity. The work place is well lit, with a cheerful ambience and is located near transport and other amenities.
- **Process methodology** that adapts a key verify and compare software that provides 99.95% accuracy.
- **Dedicated team.** The integrated team approach to information development services is a key part of our method to produce success for our clients. Our information development team composed of experts within their respective disciplines who work in concert to produce leading-edge projects and applications. Each member plays a key role within our service delivery model and our clients are assured the right knowledge base for the project.

The team at Olympus is experienced at working with publishers, authors, printers, and third-party vendors to get projects off to a good start, keeping track of every project, and dealing promptly and effectively with any problem to minimize the impact on schedules and costs.



- **System of training/retraining.** At Olympus, we believe that a pre-press associate learns the most while he/she is on the job; therefore, we emphasize on-the-job training and constant retraining. The freshly recruited associates start as Trainees. They pick up the details of the business with instructions from an experienced associate and advance based on their demonstrated mastery of skills at each level. As our associates gain experience, they advance to positions with greater responsibility.
- **Support from the IT division.** By virtue of being an IT company, we provide technical support to our clients very effectively.
- **Offshore communication.**

FTP: Thanks to technology, the World is now a smaller place! We believe that one day the internet will become a necessity for all forms of commerce, communication, and interaction. Olympus provides high-quality end-end business solutions to all our clients through top quality managed services using physical space and network connectivity via established data centres. In essence, we make the net 'work' for you through our sophisticated file transfer management.

E-mail: E-mail is a very effective means of clarifying specific requirements and sending notifications. The majority of daily communications with customers is carried out through e-mail. We use the mail server application AIMS at Olympus for tasks and mail management.

SwapDrive WhaleMail: It allows the user to send large files securely to its own server for optimal handling ensuring safe delivery via the web and avoiding network complexities and the limitations of mail servers. It is the only reliable way to deliver large files without the need of a file transfer protocol (FTP). It is very handy for titles involving project management, as files (of any size) can be delivered to the authors or contributors without expecting them to have FTP access/usage.

Voice Communication: We regularly call customers to follow up on ongoing requirements or as a means of reviewing the account on an ongoing basis. The presence of dedicated lease lines offers us not only a very economic method of voice communication, but also a superior line for conversation. We have a preference for using voiceover internet protocol (VoIP) with our customers, particularly abroad, which breaks down any final perceived barriers to offshore communication.

Net Meetings: We also believe in regular interaction with our customers through net meetings. This is a very effective means of communication for multi-group interactions.

- **Management focus.** The management of Olympus is focused on the business of e-publishing. This, combined with the rich management and functional experience of the management/functional teams, is a winning combination for any company that is considering outsourcing its pre-press and e-publishing services completely or partly.



Software Technology Parks of India (STPI) is a society set up by the Ministry of Information Technology (MIT), Government of India in 1991, with the objective of encouraging, promoting and boosting software exports from India.



Electronics and Computer Software Export Promotion Council (ESC) is an autonomous organization under the Department of Information Technology, Ministry of Communication & Information Technology, Government of India. It has emerged as the premier nodal agency to promote trade in information technology and electronics between India and the rest of the World. ESC has successfully steered the direction of India's electronics and software exports to achieve export volumes of over US \$ 10.76 billion during 2002–2003. Under the aegis of the Council, the exports have reached to more than 175 countries across the World establishing the hallmark of India's quality and competitiveness.

AFFILIATIONS



The Indo-Australian Chamber of Commerce (IACC) was established in 1989 on the initiative of several leading industrial houses in India with the objective of establishing business contacts and trade relations between India and Australia and of facilitating collaboration, joint ventures, technology transfer and investments in both countries. There are over 300 members in Indo-Australian Chamber of Commerce across the country. The members are from a wide range of industries cutting across a broad spectrum of products and services.



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