Case Study VAPRO

CrossMediaForum
München, 4 July 2022
Mark Hünneman

PUBLISH ONE

Structured content to drive income streams

- What is structured content?
  - Content itself is labelled (think of styles in MS Word)
  - Content held in formatting independent XML
  - Metadata is used to classify data
  - (Content is organised)

- So it is not:
  - Publication channel specific
  - Formatted (fonts, colours, et cetera)

Vragen? Bel ons op +31 70 3378 300

Waarom VAPRO   Blog   Werken bij   🔍 Zoeken

vapro

Opleiden ⌄   Advies ⌄   Lesmateriaal ⌄   Recruitment   Contact

Empowering people and industries

Met goed gekwalificeerde operationele medewerkers je bedrijfsresultaten verbeteren? VAPRO biedt verschillende oplossingen voor bedrijven in de proces- en maakindustrie.

Onze oplossingen

Opleiden

Verzilver het vakmanschap van je medewerkers.

→

Advies

Ontwikkel samen met je medewerkers het bedrijf door.

→

Lesmateriaal

Ontwikkel je medewerkers met innovatieve leermiddelen en examens.

→

Recruitment

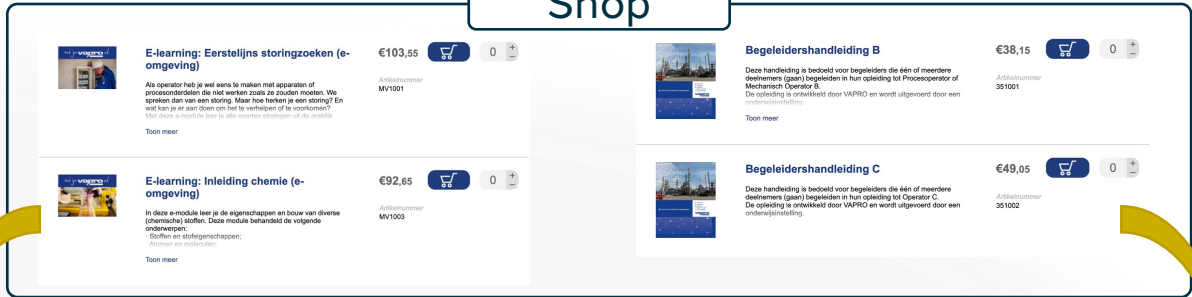Zorg voor kwalitatief goede instroom van medewerkers.
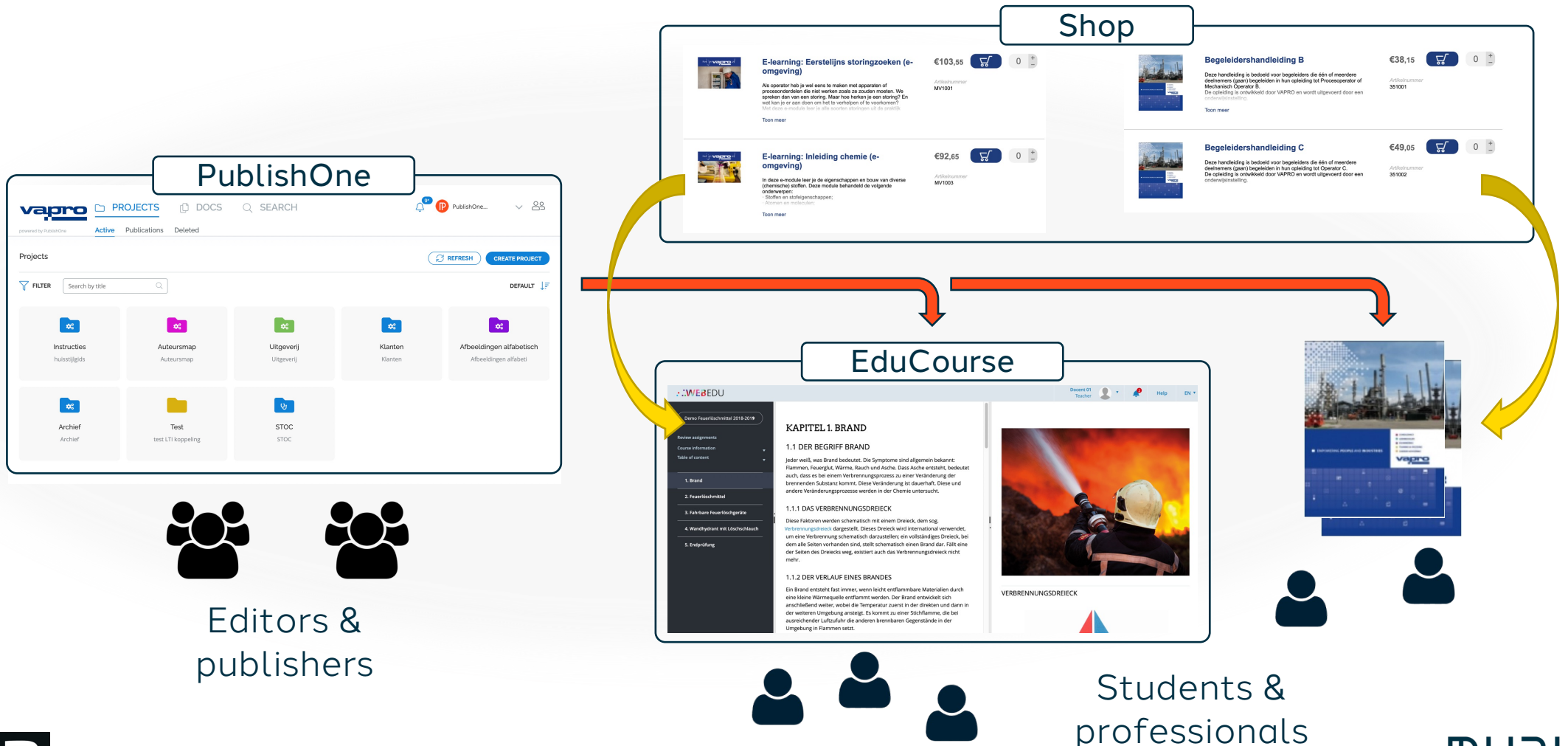
→

UAPRO overview
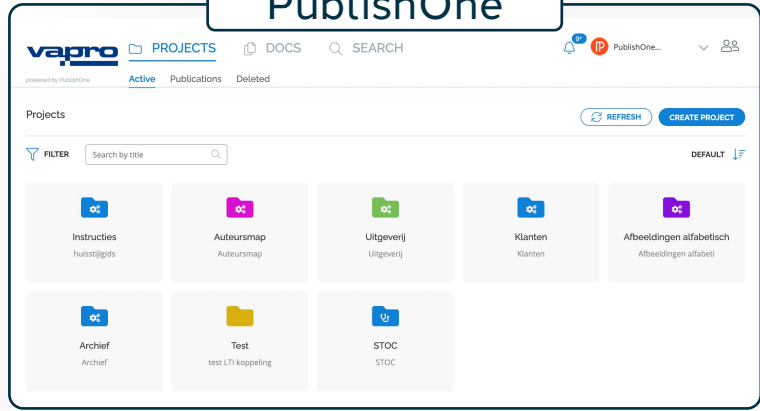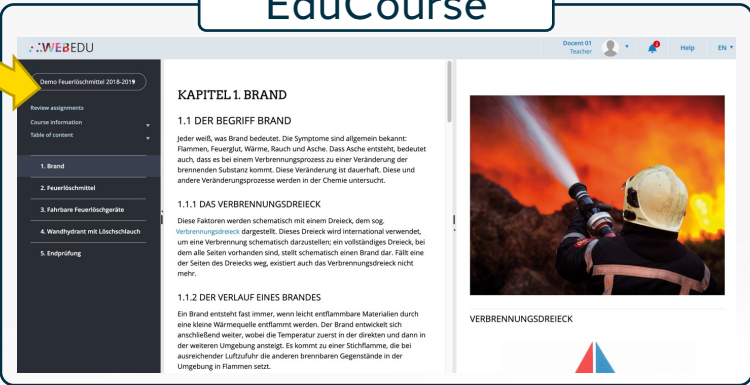
Structure in PublishOne

Topic organisation

Content preview

Metadata

Content in XML

Reusing content for channels

Reusing content for levels

Reusing content for schools

Reusing content for publication variances
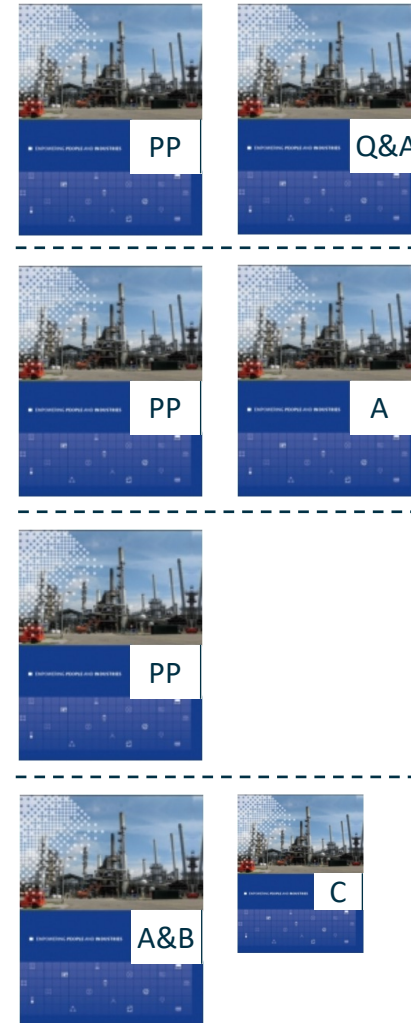
Separate Q&A book

Questions with content – separate answer book

All together – answers at the end of each chapter

Variance for high-end courses

Reusing content for industry consulting

Content library for consultants

ACME Chemicals BV

Content   Metadata   Users

REFRESH   PUBLISH

90302 ^   : Veiligheid en ARBO voor de Industrie
13/08/2019

01 ^ Werkklimaat en ergonomie   VOORBEREIDEN

04 ^ Brand en explosie   VOORBEREIDEN

4. Brand en Explosie | 4.4 ^ Gas- en stof...

4. Brand en Explosie | 4.5 ^ ATEX   VOORBEREIDEN

07 ^ Machines en gereedschappen   VOORBEREIDEN

08 ^ Bijzondere werkomstandigheden   VOORBEREIDEN

7. Machines en Gereedschappen | 7.6 ^

8. Bijzondere Werkomstandigheden | 8

8. Bijzondere Werkomstandigheden | 8.6 ^ Thermische belasting

03 ^ Elektriciteit   VOORBEREIDEN

Due date
📅 29/06/2022

Original document
4. Brand en Explosie | 4.5 ^ ATEX
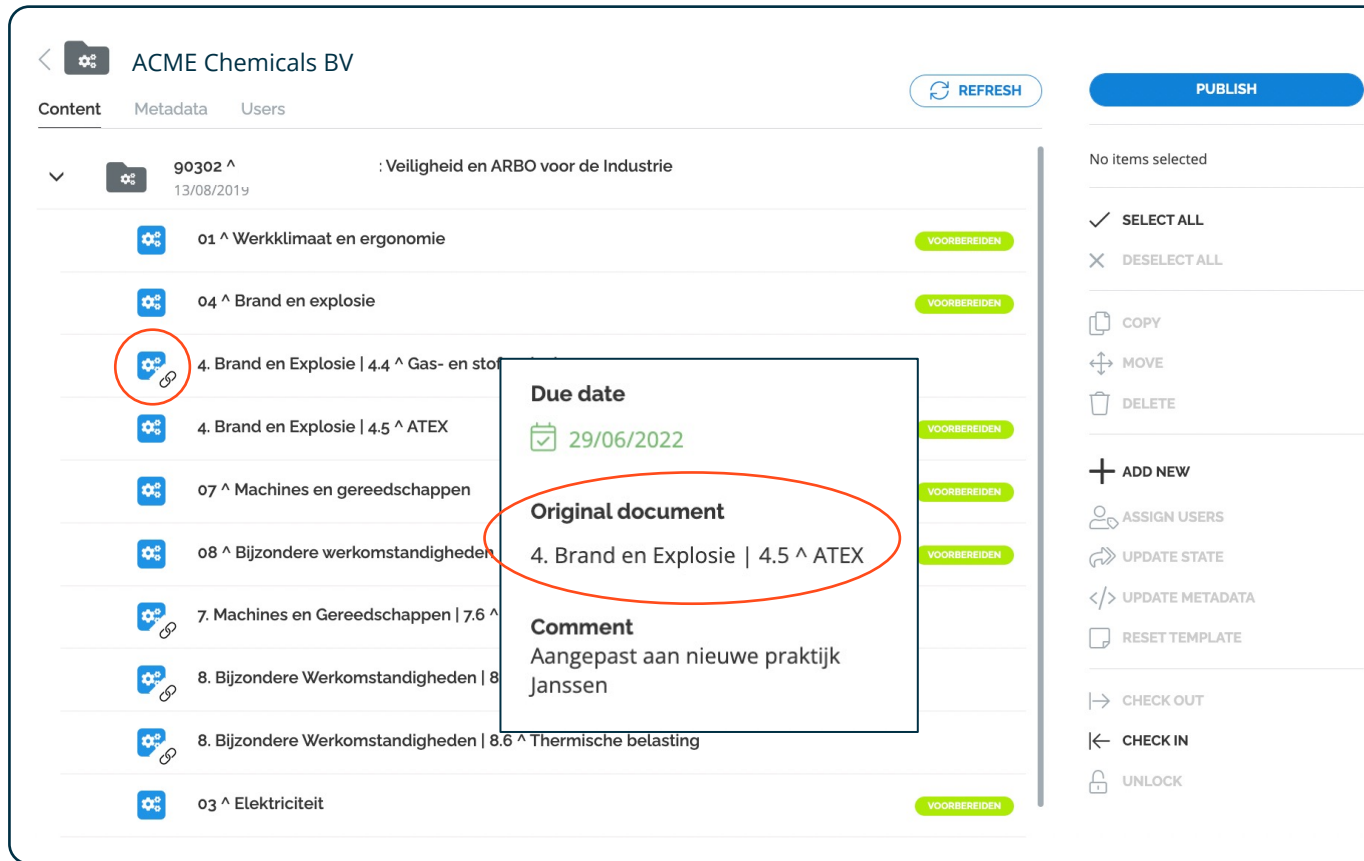
Comment
Aangepast aan nieuwe praktijk Janssen

No items selected

✓ SELECT ALL
✗ DESELECT ALL

COPY
MOVE
DELETE

+ ADD NEW
ASSIGN USERS
UPDATE STATE
</> UPDATE METADATA
RESET TEMPLATE

CHECK OUT
CHECK IN
UNLOCK

ACME Health & Safety

2022

Manuals
Training
Certification

Summary of key points

- Authors work in Word and organise content in a natural way
- VAPRO offers their own education and certification programs
- VAPRO provides both printed books as well as an e-learning portal
- VAPRO offers schools bespoke courses
  - With customised books (and options for content, questions, answers)
  - Including the e-learning portal
- VAPRO offers the industry bespoke training and certification
- VAPRO offers the industry process consulting

Where next?

- Expand to business unit STOC (medical)
- Use alerting to warn consultants of changed base content
- Add business intelligence to understand and control reuse