Futureproofs

Cambridge University Press and Futureproofs deliver complex illustrated books on time

Cambridge University Press (CUP) is the oldest publisher in the world, having been publishing books continuously for more than 400 years. The UK Schools team is their newest publishing group, creating resources across many subjects for the highly competitive UK market.

The challenge

The new UK Schools team has an aggressive publishing plan with deadlines that cannot be missed – their customers will make their buying decisions on their own schedule. The content team has expert teams including in-house and external staff spread around the world.

Carl Saxton, the Content Manager, had three main goals for their Futureproofs trial.

- Deliver better digital markup than the alternatives allow.
- Provide greater visibility of the proofs for smoother project management.
- Enable quicker, easier collation and markup for authors and freelancers.

"One great benefit is that the authors never missed a deadline!"

The experiment

The CUP team used five of their key textbooks and, over the following 6 months:

- each book was proofread in Futureproofs by authors, freelancers and in-house staff;
- queries were dealt with using Futureproofs' built-in collaboration tools;
- master proofs were created and the team's markup collated onto them; and
- later proof stages were proofread against those master proofs.

During the trial, the team sent fewer emails, with most of the correspondence being done through Futureproofs' query function.

"Keeping everything in one place is great and makes the process much quicker."

Tom O'Reilly, Content Lead

The benefits

The trial met all the CUP team's key goals.

- It was very easy to mark up proofs – "much easier than the other options".
- "It was good to have the visibility of the projects that were going through, where they were, who had done what and how much time had been spent on projects."
- The ability to create master proofs and collate the team's markup was deemed "extremely useful".

In particular, Carl Saxton said, "Having real-time resolution of queries was fantastic and is a real asset to the system."

Closing message

We would definitely use Futureproofs again. Collation and tracking are the most important features.

Carl Saxton, Content Manager, UK Schools