# About Us

**Who we are**

We, at eVC-Tech, are a team of professionals with experience in and exposure to all facets of content solutions and pre-press services. We offer services ranging from content production to transformation, enrichment, and software solutions to clients as diverse as publishers, societies, government organizations, and data aggregators, among others. We draw our clientele from all parts of the globe.

**Why us?**

Today’s content marketplace has no dearth of fancy solutions. Excessive showcase of efficiencies drawn from ideal-case scenarios morphed with technological jargon is common in most. However, the reality is always different. We understand from our interactions with clients that they require solutions that can complement and add value to their processes and products rather than doing what an off-the-shelf solution usually offers. This is the gap we, at eVC-Tech, aspire to bridge.

Customization is at the core of our services. We do not push run-of-the-mill solutions but instead try to understand each client’s specific requirements in view of their evolving markets and business models.

We work with open minds and design our processes and services to best-suit our clients’ objectives. We further supplement the solutions with cutting-edge tools and the rich knowledge base of our subject-matter experts (SMEs), which helps us not only deliver quality products on time but also enhance the overall value of the products.

Our team has extensive experience in delivering the highest level of quality across a range of services, such as:

* production services for multi-channel delivery of books and journals, magazines and ads
* data structuring and transformation
* content enrichment
* web apps development for business solutions
* content delivery to mobile devices

# Vision and Mission

We, at eVC-Tech, believe in innovation and live on cutting-edge technologies. At the same time, we remain sensitive to the need to make the various technologies work for our clients’ needs rather than tweaking them to come up with a templated solution.

Our motto is “To keep client experience at the center of everything that we do.”

We measure our strength and success in our people’s and customers' satisfaction and success. And this has been possible because of our persistent nurturing of a culture of continuous learning and continual improvement in processes, tools, and technologies.

Our objective is to create value for our clients, which can take any form—cost efficiency, faster time-to-market, higher quality, dependability, or overall relationship and satisfaction. We bring in all our expertise and strengths to achieve this and succeed along with our clients.

# Services

## Content Production

We offer end-to-end content production services such as pre-editing, copyediting, typesetting, proofreading, image processing, and artwork creation, among others.

### Pre-editing

Pre-editing is an essential step in preparing any structured and unstructured content for publication. Our pre-editors engage with the content, understand its flow—which is a basic building block for any publication—and then prepare it for the next major steps, such as copyediting, online publication, and typesetting.

Organizing the content as per the required order, cleaning up unnecessary items such as double spaces and empty paragraphs, applying styles, ensuring active and correct cross-links, and performing rule-based mechanical edits are some of the key activities performed at this stage, which lays down the foundation for content publication on any platform in any medium.

### Copyediting

An important step in the publishing cycle, copyediting ensures that the author’s message is clearly communicated to the readers—in the author’s voice. Many technological advancements have taken place over the years in the natural language processing space that we use in our daily work to predict errors in writing and to improve it. However, human eyes remain our best tool yet—their ability to find sense and clarity, or a lack thereof, is still unmatched. Moreover, only a skilled copyeditor can make the best use of the suggestions provided by any technological solution.

We have a team of experienced copyeditors, both onshore and offshore. Nothing describes the copyeditor’s role better than the following quote:

“You write to communicate to the hearts and minds of others what's burning inside you. And we edit to let the fire show through the smoke.”

― **Arthur Plotnik, *author of The Elements of Editing***

Our copyeditors bring clarity to language and uniformity to style with a great focus on preserving the author’s voice and connecting the audience to the author’s core thoughts.

### Typesetting

Typesetting is the stage where the content is given its esthetic look and feel from the perspective of a physical page that one can print and feel in one’s hands.

We follow industry best practices to meet the diversified needs of simultaneous print and electronic publishing from early on in the content production cycle and maintain a single master source throughout the different production stages.

Our best-in-class typesetting setup (XML-first), automation tools, and comprehensive templates enable us to offer multiple-channel delivery such as print and web PDF, ePub, and XML, among others, for a range of tiers, from maximally automated standard layout pages to sophisticated ones with bespoke designs and complex content arrangement.

### Proofreading

Once the content has been finalized, it is sent for proofreading. It is the final comprehensive check before the product is prepared for publishing. The objective remains the same—to ensure that the writer’s thoughts are clearly communicated to the readers with a reflection of the publisher’s brand value and identity. It involves checking the document for sense, style, and consistency in terms of both content and layout.

While the content is already supposed to be clean and set in order before it reaches the proofreading stage, minute errors such as typos, missing or extra words hindering the reader's flow, and inconsistent word usage or design application are caught at this stage.

### Image Processing and Artworks

We have the expertise to convert figures from any graphic and non-graphic applications to print- and web-ready image formats. This includes enhancement of colors, labeling, re-drawing, and proofing, among others.

## ****Content Transformation****

Technology has been evolving continuously and so have the standards to store and exchange content. The trend has created an ever-growing need to transform content from one standard to another.

Every organization that deals in content may require one or the other form of transformation services to remain relevant in this competitive market.

We have sound experience in content transformation—conversion from any document format or media to any other (be it XML to name one), structuring unstructured data, digitizing legacy print content, extracting information from images, and embedding metadata for archiving/retrievals, among others.

### Print-Only Formats and Digital

Hard copy books/magazines/newspapers to scan, OCR, double key-in

Scanning negative films/photographs and enhancements

### One Digital Standard to Another

Transforming from legacy Word/SGML/XML standards to the latest BITS/JATS/DITA/proprietary standards

Creating graphs and reports from Excel/Access/proprietary data sources

### Platform-Specific Conversion

Conversion from legacy print file standards to a modern Print-on-Demand (POD) standard

## Content Enrichment

With changing user habits and expanding mediums in which content could be consumed, the need for enrichment—adding abstracts, keywords, and indexes for ease of reading and search engine optimization, accessibility, interactivity (embedding responsive multimedia components), repurposing, and adaption—has been growing exponentially.

While we are open to all sorts of assignments in this category, following are the services we specialize in:

### Abstracting and Indexing

Understanding the objective of the final product and applying the best comprehension skills to pick out the right words and sentences to construct the most appropriate abstract and index is key to effective content publication. It provides readers with a window for a quick glance through the content and quick access to essential information based on which they may determine whether or not to read the entire content.

Our SMEs from various disciplines of STM and humanities work to provide abstracting and indexing services for all types of publications, both online and print.

Our indexing services include a wide range of back-of-the-book or journal indexing services such as analytical subject indexing, keyword- or taxonomy-based indexing, author or name indexing to SEO-based keyword generation, and maintaining large databases and thesaurus, among others.

Anchoring of index terms for precise cross-referencing and generating auto-page locators make our indexes dynamic and save immense time in case the content were to reflow.

### Accessibility

Making content accessible to all is an inclusive strategy in present times. It is also mandatory to comply with accessibility standards in some regions and the list of such regions is likely to expand in the future.

We also offer accessibility services to legacy content including alt-text writing. Our workflow is also designed to offer accessibility to primary content from early stages of production to avoid the need for a separate step later on.

### Adaptation and Localization

With globalization opening the world markets, repurposing and adapting the same content to different audiences, geographies, cultures, and languages has been presenting newer and bigger avenues to remonetize it.

We offer services to build new products from existing ones such as reforming or reorganizing chapters, sections, videos, images, supplementary content from published books or magazines, and make them available for the target audiences.

Editing and translating content for local markets is the area where we engage with our partners in respective geographies to offer one-stop solutions to our clients.

## Software Solutions for Content

The ability to reassess one’s accomplishments and find new ways of doing things better using latest technologies is key to staying relevant in this everchanging world. That has been our strength in our own business and we would love to extend it to others, that is, our clients. We understand that not all clients would be keen on spending a lot upfront to get their businesses evaluated, unless there is a no-obligation assurance in the event that they choose not to move forward with the proposed solutions. This is exactly where we come in and offer free consulting, studying your business needs, identifying pain points, and coming up with best possible solutions with ROI. You pay only when you see value.

We understand it may not always be a priority for every business, especially when it is doing well, but preparing for the future is key to success and growth.

### Business Process Automation

Process automation and workflow design is our key strength. End-to-end coverage from assessment to submitting solution charters, developing tools and systems, go-live testing, deployment, and maintenance are managed under one umbrella.

### AI and ML for RPA Solutions

We use AI and ML in our daily life for very simple to complex problems. We see things in perspective and explore real-use cases of AI and ML in solving business problems or in simplifying processes.

### Web Apps Development

With users (customers) spending most of their time on mobile devices, it is becoming all the more important to connect with them on the medium they prefer. In the content space, it means the ability to engage users on the platforms that they prefer instead of leaving them to connect with and access content on websites, which are compliant to large-screen form factors.

# Contact Us

Please reach out with questions or requests for services. We would love to see what you are working on and how we can help!