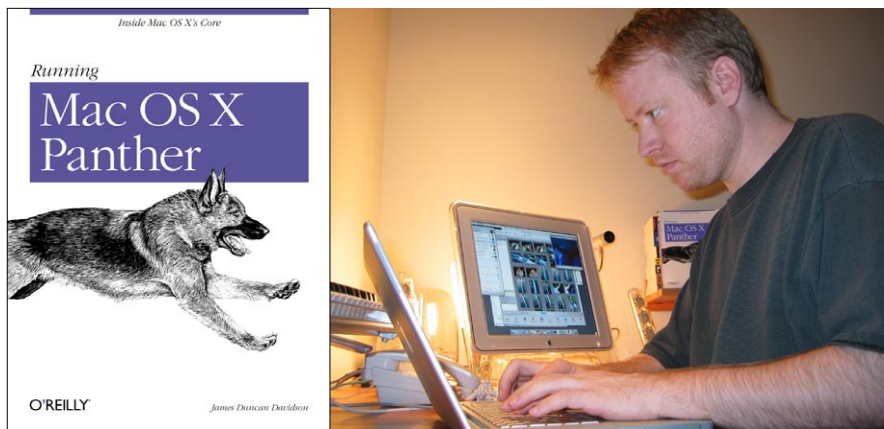


## A parallel workflow

Leading book publisher reduces publishing cycle by 10 weeks using Adobe® InCopy® and InDesign® software



Book publishers know the importance of fast time to market, and nowhere is that more crucial than in high-tech publishing, where book titles become obsolete the moment a new operating system, programming language, or other technology is introduced. At O'Reilly & Associates, publisher of books covering everything from the Internet to XML, Mac OS X, open source, Java, and Web services, accelerating the publishing process can literally mean the difference between success and failure for many titles.

“...the combination of InCopy and InDesign saves hours when copyediting each chapter.”

*James Duncan Davidson,*  
Author,  
Running Mac OS X Panther

When the company decided to publish *Running Mac OS X Panther* in late 2003, O’Reilly and book author James Duncan Davidson knew that the sales cycle would span only a few months—the time period before Apple introduced another new version of its operating system. Information about Mac OS X Panther became available in August 2003, and the goal was to offer the book for sale at Macworld Expo in January 2004.

### Tight timeline

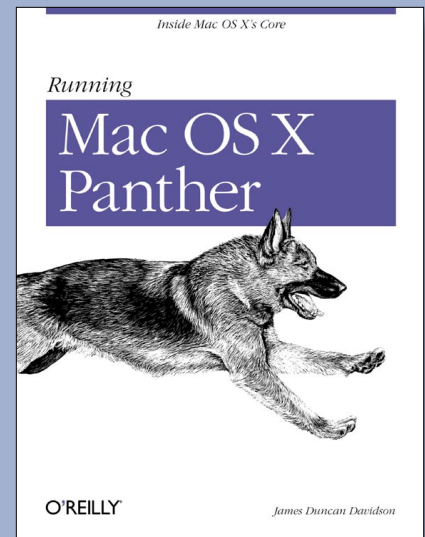
To achieve this goal, Davidson and the O’Reilly team had to build final files and copyedit them while the book was being laid out, instead of employing the usual iterative process, which occurs after the layout is complete. “We had to roll the final stages of copyediting and quality control, which would normally add several weeks to the tail end of the project, into the writing schedule,” during the production process,” says Davidson. “By conducting copyediting and QA simultaneously with the layout process, we could get the book to market much faster.”

Using Adobe InDesign and InCopy software, Davidson and the O’Reilly team shaved 10 weeks from the publishing process, extending the sales window of the book dramatically. “InDesign and InCopy made it possible for us to deliver *Running Mac OS X Panther* to customers at Macworld, meeting expected customer demand,” says Chuck Toporek, senior editor for O’Reilly. “The book sold extremely well, and we met our window of market opportunity.”

### From linear to parallel

O’Reilly authors typically use Microsoft® Word or XML/SGML, and they often work from a remote location. Each chapter is sent to O’Reilly, where it is flowed into predesigned templates, a process that can sometimes introduce file conversion errors. Once the layouts are adjusted, the files are passed in a linear fashion through several rounds of copyediting and quality control before the book is published. This process takes several weeks as files are handed back and forth among project participants in different locations.

Although created in Adobe InDesign, *Running Mac OS X Panther* preserved the look and feel of other O’Reilly titles. Using InDesign, InCopy, and a concurrent workflow enabled the publisher to produce the book 8 to 12 weeks faster than other titles, which had a dramatic impact on sales.





For publishing *Running Mac OS X Panther*, Davidson proposed a different workflow that would enable authoring, editing, copy fitting, and proofreading to occur simultaneously. Of utmost concern was retaining the exact look and feel of other O'Reilly titles, even though Davidson and the O'Reilly team planned to use different tools.

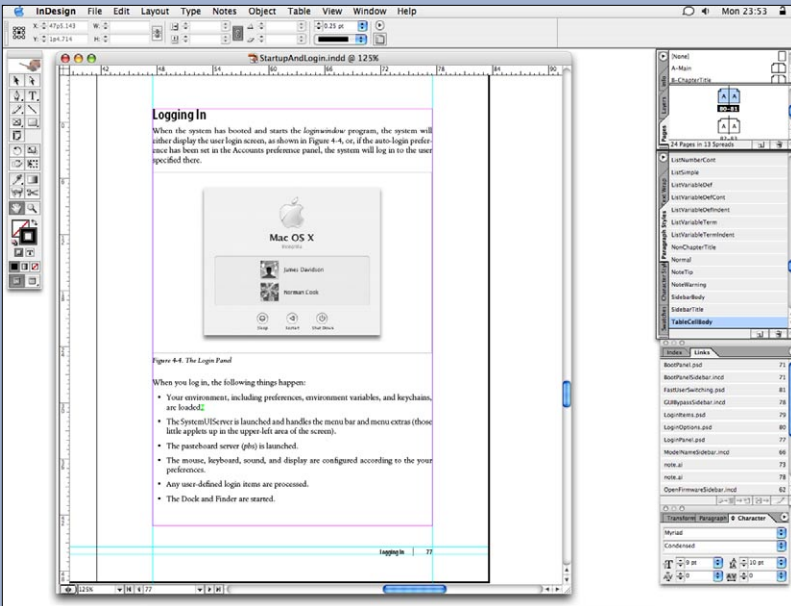
### Easy learning curve

Davidson set up a concurrent versioning system (CVS) on his Macintosh server to track file versions, make backup copies, and allow everyone to check files in and out and track progress. He then created Adobe InDesign templates to mirror O'Reilly's format and style. Davidson authored the book in both InDesign and InCopy software. No one on the O'Reilly team required formal training on InCopy. "InCopy and InDesign are both highly intuitive," says Toporek. "Duncan showed us how to use InCopy with a quick 5-minute demonstration. It's that simple."

### Copy fitting in context

As chapters came together, Davidson posted them to a secure Internet site that the O'Reilly team could access. The combination of InDesign and InCopy allowed Davidson and the O'Reilly staff to work in parallel. As Davidson wrote chapters, flowed text into the template, and adjusted the layout, the copy editor checked out files to make corrections and insert comments for the author and editor. The editors were able to visualize each page, fit copy precisely into the layout, and take advantage of features in InCopy such as change tracking to make edits while retaining the original text in InCopy, separate from the layout in InDesign.

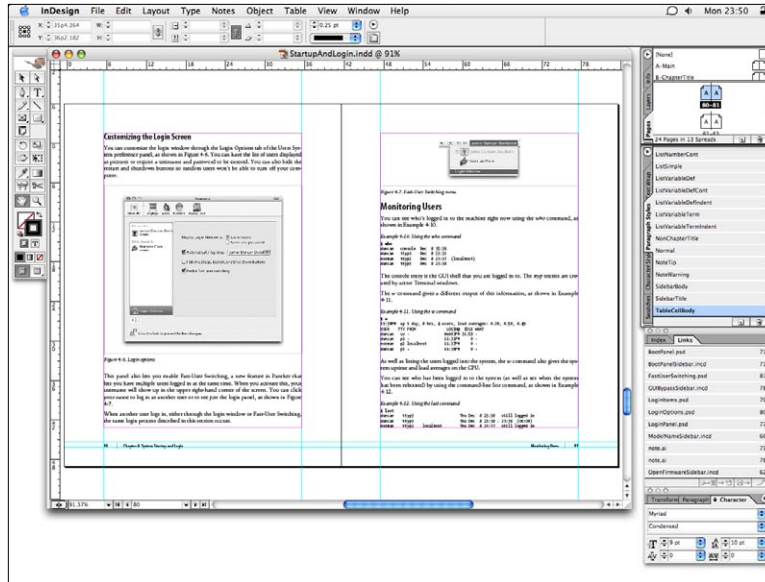
"Especially with features such as the ability to toggle back and forth to view copy in the context of an InDesign layout, the combination of InCopy and InDesign saves hours when copyediting each chapter," says Davidson.



As chapters came together, the author posted them to a secure Internet site. The copy editor checked out files from the site, made corrections, and inserted comments for the author and editor. The ability to toggle back and forth to view copy in the context of an InDesign layout saved hours when copyediting each chapter.



The combination of Adobe InDesign and InCopy allowed author Davidson and the O'Reilly staff to work in parallel. As Davidson wrote chapters, he flowed text into the template, and adjusted the layout.



“InDesign and InCopy helped us get the book out 8 weeks sooner, guaranteeing that we met our window of opportunity.”

Chuck Toporek,  
Senior Editor,  
O'Reilly & Associates, Inc.

### One-third increase in sales

Although InDesign offers a number of features that could be used to enhance the look of O'Reilly's books, the primary concern on this project was maintaining O'Reilly's well-established visual brand. By implementing the specification for the existing template, Davidson preserved the same look and feel of other O'Reilly titles. “The beauty is that people can't tell that this book was created outside of O'Reilly's traditional production process,” says Toporek. “While we maintained the consistency we sought, we produced the book almost 2½ months faster than other titles, which had a dramatic impact on sales.”

What began as an author's rogue idea to publish *Running Mac OS X Panther* using InCopy and InDesign is rapidly becoming accepted practice at O'Reilly & Associates. The company is now evaluating the Adobe Creative Suite, with its built-in version control capabilities, as a means of streamlining other book projects. “We have another series of books that we're looking to produce in InDesign and InCopy, and hopefully the Adobe Creative Suite,” says Toporek. “The author finished writing the final chapter of this book just after Thanksgiving and it went to press 9 days later—a remarkable achievement. InDesign and InCopy helped us get the book out 8 to 12 weeks sooner, guaranteeing that we met our window of opportunity.”

### Company

**O'Reilly & Associates, Inc.**  
Sebastopol, California  
[www.oreilly.com](http://www.oreilly.com)

### Challenge

Increase book sales by shortening the publishing cycle by several weeks.

### Solution

Use Adobe InDesign and InCopy software to move from a serial to a parallel publishing workflow.

### Benefits

Added 8 to 12 weeks to the sales window by reducing the publishing time.

### Tool Kit

- Adobe InCopy CS
- Adobe InDesign CS
- Adobe Photoshop® CS
- Adobe Illustrator® CS
- Apple Power Macintosh computers