



## Press Release

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## APEX LAUNCHES *4ward*<sup>TM</sup> CONTENT MANAGEMENT SOLUTION FOR ELECTRONIC PUBLISHERS

### *Customers Cite Cost And Quality Benefits Of Offshore Abstracting & Indexing*

**London, England–December 2, 2003** – Apex, a leading provider of information asset and business process outsourcing services, announced today at the Online Information conference that it has launched *4ward*<sup>TM</sup>, the first real-time, end-to-end content management solution for the electronic publishing industry. The new solution, designed for both primary and secondary electronic publishers, spans every step in the content management process, from content selection, to authority control, to abstracting & indexing. Separately, Apex also announced that two leading electronic publishers have signed multi-year contracts for the *4ward* solution, citing the cost and quality benefits of offshore abstracting & indexing, among other advantages.

The *4ward* name was selected by Apex to underscore four distinctive features of the new solution:

- 1) ***Easy*** *4ward* was designed to make content management easier. “At heart, electronic publishing is really a relationship-driven business,” commented Joel Poznansky, President of Apex ePublishing. “Building and maintaining source-side and customer side relationships is a full-time job for many publishers. *4ward* allows Apex to lift the burden of week-to-week and month-to-month content management from our clients’ shoulders. That, in turn, allows our clients to focus more on the core relationships that drive their businesses forward.”
- 2) ***End-to-End*** *4ward* is the first end-to-end outsourcing solution for electronic publishers. “We wanted to design a single solution that would span every step in the content management process,” explained John Kuranz, a co-leader of the *4ward* solution team. “The trick was to recognize that each step requires different people with different skills and training, as well as different methods of production management and quality control. The result is an end-to-end content management solution that is substantially less expensive and more responsive than traditional in-house operations.”
- 3) ***Editorial*** *4ward* spans and unifies all major editorial functions. “We know that most editorial functions are highly interdependent,” explained Jeff Moyer, also a co-leader of the *4ward* solution team. “For example, the logic and understanding that drives indexing and abstracting can and should drive copy control, link development, and all other editorial decisions. Maintaining editorial interdependencies, and with them the editorial standards of our clients, was a challenge that we resolved through painstaking process design and the careful application of technology.”
- 4) ***Excellence*** “Apex has always stood for excellence,” added Shashikant Gupta, President of Apex. “We approach every marketplace opportunity with one question in mind: How can we develop and deliver a truly excellent solution to our clients? The *4ward* team has demonstrated that, by closely collaborating with our clients, the most persistent challenges can be overcome and the most elusive break-throughs can be achieved. I think that *4ward* will revolutionize how electronic publishers think about outsourced content management, and am pleased that Apex is once again leading the industry forward.”

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#### **About Apex**

Apex ([www.apexinc.com](http://www.apexinc.com)) is a leading provider of information asset and business process outsourcing services to Fortune Global 1000 companies. The company helps publishers, as well as academic and research libraries transform archives, special collections, and other source materials into high-value, high-impact information assets. It provides engineering services to companies in the energy, power, telecommunications, transportation, computing and manufacturing industries. An Apex subsidiary, Apex CoVantage, provides contact center solutions and business process outsourcing services to companies in the financial services, utility and telecom industries, among others. Another Apex subsidiary, LinearVision, provides visual data solutions for asset management and asset inspection to power distribution, gas pipeline and railway companies.

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