



## PRESS RELEASE

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## **APEX COVANTAGE PARTNERS WITH MAJOR STANDARDS PUBLISHER TO TRANSFORM PUBLICATION PROCESS**

**HERNDON, VA – October 19, 2007** - Apex CoVantage, a leading knowledge process outsourcing (KPO) company, is pleased to announce a long-term agreement establishing a partnership between Apex Content Solutions and one of the world's leading publishers of critical standards information to transform their publication process. The result will be an end-to-end solution combining best-of-breed technologies and services that dramatically reduces time to publication, streamlines the editorial process, and provides print and electronic products -- along with robust and dynamic electronic archives.

The project is being led by Bill Kasdorf, Vice President of Apex Content Solutions and senior consultant in Apex's Professional Services team. He is responsible for bringing together a world-class team of vendors to build a solution tailored to the specific needs of this major organization.

"Standards publication can be one of the most complex tasks in publishing," said Mr. Kasdorf. "There are many pages containing complex, technical information that can be mission critical for its users. Compounding the problem is that the content is continually being revised by thousands of specialists around the world who collaborate on the writing and updating of this content. The new workflow will enable the authors, editors, and subject matter experts to contribute and collaborate electronically, creating a continually evolving but rigorously managed master file that will be kept up to date and published rapidly. The result will be significantly reduced costs and cycle times. Most importantly, this critical technical information will be able to be published within days or weeks of approval, rather than months."

"This is a great example of how our professional services expertise can transform a publishing problem into a dynamic end-to-end solution," said Mr. Peter Taylor, Senior Vice President of Sales for Apex CoVantage. "We start by thoroughly understanding the current process. We're technology agnostic—our job is to explore the full range of solutions to put together the ideal custom combination for each client. We help them do what they do best, and put together the best combination of people, processes, and technologies to achieve the best possible results. We're pleased to have the opportunity to help such an important organization make this quantum leap and publish this critical information more rapidly and more economically."

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### **About Apex CoVantage**

Apex CoVantage is a US provider of global Knowledge Process Outsourcing (KPO). Apex helps businesses to execute precise knowledge, information and communications strategies through our diverse people, technology and workflow systems. We opened our first KPO service center in 1988 and subsequently pioneered the market for offshore, knowledge-based solutions. Today, we provide content, engineering and contact center solutions from a global network of state-of-the-

art facilities with US-based project management and leadership. In every industry, our clients are reaching the next level of service performance in partnership with Apex CoVantage.