

# Helping McGraw-Hill Construction turn valuable information into a revenue stream.



“It’s not easy to take millions of documents, scan them, keep them all together, index them for keyword searches and then transmit them to different locations and different databases at the same time for repurposing into different media. Xerox showed us that they had really mastered this technology.”

– Tim Ryan  
Senior Vice President,  
Business Operations  
McGraw-Hill Construction

## Background

McGraw-Hill Construction—which includes Dodge Reports, Sweet’s and other web information services and publications—is the leader in providing information, intelligence, tools and resources to the \$4.6 trillion construction industry. It’s constantly looking for ways to improve its operations to connect its customers to projects, products and people.

## The Challenge

A few years ago, the company’s MHC Dodge division decided to streamline the way it added new content to its vast digital database of architectural plans, specifications and other information related to active construction projects. The valuable database is subscriber-based and contains more than 65,000 projects that are updated daily.

At the time, the organization relied on five geographically dispersed in-house imaging facilities to convert hard-copy construction documents into digital form. The internal imaging process was not optimized, however, because it required scanning each document twice—once to produce microfilm and once for the digital image file.

The operation also was time-consuming, because the hard copy originals had to be returned to the people who provided them. That required meticulous tracking.

To sharpen its focus on its core competency—providing the best source of up-to-date construction information to subscribers—the company decided to outsource its imaging operations. The company was looking for a partner that could image tens of millions of complex, hard-copy documents a year, simplify tracking and make new digital content available to subscribers in 48 to 72 hours, from start to finish.

McGraw-Hill Construction also wanted a partner with the proven ability to provide other related services in the future, including printing, finishing, digital content management, CD-ROM production and fulfillment.

After an intensive review of proposals, McGraw-Hill Construction decided to outsource its imaging operations to the document management experts from Xerox.

That was the beginning of a long-term strategic partnership that continues to evolve in response to McGraw-Hill Construction’s continuous commitment to better serve its customers.

# Speeding up content delivery. Generating new sources of revenue.

## The Solution

Working closely with the client team, we quickly consolidated the company's five imaging operations to a single Xerox Imaging Center. This high-volume facility captures and manages approximately 32 million images annually.

We developed software for the client's secure Closed Loop Control web portal that streamlines the digital document submission process for employees and outside stakeholders.

To quickly deliver new digital documents to the McGraw-Hill Construction Network and convert the new content into easily accessible information, we used our digital conversion services and sophisticated XML tagging and indexing capabilities to facilitate document navigation and searching for subscribers. We also used our innovative SILX® document compression technology to minimize file sizes while maintaining maximum image quality.

In addition to supplying [www.construction.com](http://www.construction.com) with content, we also provide CD-ROM production and fulfillment services to give McGraw-Hill Construction a variety of ways to provide value-added content to subscribers and premium products.

To complement these improvements in imaging and content management, McGraw-Hill Construction was also looking for a full-service print and distribution partner for its subscriber-based communications.

We began to provide print production services for Dodge publications and invoices, converting from costly offset printing...to our more efficient and cost-effective Innovation Centers. These regionally-located facilities are equipped with state-of-the-art digital printing technology and also provided custom finishing and faster distribution services.

**About Xerox Services.** Xerox Corporation is a world leader in business process, information technology and document outsourcing services. Our unique combination of industry expertise and global delivery capabilities helps you reduce costs, streamline operational processes and grow revenue while clearing the way for you to focus on what you do best: your real business.

**For more information on how we help information providers and media companies, visit [www.xerox.com/services](http://www.xerox.com/services) or call 1-800-ASK-XEROX.**

## The Results

By consolidating the client's imaging and print operations at our high-volume centers, we improved image quality, cycle times and cost-effectiveness. The improvements dramatically expanded the range of content submission options to include everything from hard copy and faxes to digital submission via FTP and URL downloads. With our sophisticated XML tagging, indexing and data mining capabilities, we made a growing database of valuable information faster and easier for subscribers to search, access, use and order.

The new Closed Loop Control web portal made it faster and easier for McGraw-Hill Construction employees and outside stakeholders to submit new digital content to the imaging facility for processing.

By converting traditional offset printing applications to our regional print-on-demand model, we helped the client improve the efficiency of its print production for a variety of daily, weekly and monthly publications and invoices. The new digital print solution integrates with MHC data streams of subscriber-selected content. In addition to providing customers with targeted content, our services have also improved turnaround time, shipment tracking and lowered distribution expenses.

By combining our imaging and content management services with print production, fulfillment, CD-ROM production and data delivery services, we helped the client quickly deliver rich content to subscribers in the form they prefer, enhancing customer satisfaction and revenue generation. These improvements and innovative services continue to help McGraw-Hill Construction maintain its leadership in the construction information industry as its market and business evolves.

## Case Study Snapshot

### The Challenge

- Enhance the revenue generation capabilities of a valuable database
- Improve the quality and speed of a mission-critical imaging operation
- Make rich content available to subscribers in a variety of forms
- Improve the client's approach to print production, fulfillment and delivery for a variety of core publications and invoices

### The Solution

- Consolidate five imaging operations to one, high-volume Xerox Imaging Center
- Indexing, XML tagging, data mining and SILX file compression to make digital content more accessible
- Web portal to manage digital content
- Replace offset printing with state-of-the-art digital print at regional Xerox Innovation Centers
- Integrated suite of imaging, content management, print production, fulfillment, CD-ROM production, mail and distribution capabilities

### The Results

- Improved image quality and content
- 24-hour turnaround times for 32 million images annually
- Streamlined project submission process
- Richer, more targeted content
- Improved content access and delivery
- 86,000 CD-ROMs/year, same day fulfillment
- New revenue generation opportunities
- Faster, more efficient and more cost-effective approach to imaging, content management, print production and fulfillment
- A long-term strategic partnership committed to continuous improvement and innovation

