



Oxford University Press finds Futureproofs delivers corrections quickly and consistently

Oxford University Press (OUP) is the largest university press in the world. It dates its beginnings to 1586 and now has offices in 50 countries around the globe. The ELT team publishes English learning materials for children and adults, for general education and professional needs.

The challenge

The ELT team publishing courses with multiple, complex print and digital components. Its expert teams including in-house and external staff spread around the world.

The team identified three main goals for their Futureproofs trial, in which they compared Futureproofs to other solutions.

- Create a more consistent workflow.
- Identify the most cost-effective solution.
- Identify the most time-efficient solution.

The experiment

The OUP team trialled Futureproofs on a course undergoing adaptation for a specific market. Over the following 6 months:

- one book was proofread by freelancers and in-house staff in Futureproofs, one using the Acrobat® native tools and one using Acrobat with stamps;
- in Futureproofs, queries were dealt with using the built-in collaboration tools;
- master proofs were created and the team's markup collated onto them; and
- later proof stages were proofread against those master proofs.

"It's a good system and worked well."

Charlotte al-Qadi, Freelance Editor



The drawbacks

The team encountered some initial problems with using Futureproofs.

- Some adjustments to the workflow were needed to accommodate Futureproofs.
- Keeping content secure meant everyone had to join Futureproofs.
- High-resolution PDFs were needed to allow artworks to be checked on screen.

The benefits

Overall, the trial met the OUP team's key goals.

- The Futureproofs markup tools were **more consistent, easier to use, and quicker** than either alternative.
- **Futureproofs made it easier** to collate master proofs, and to compare proof stages.
- The support received from the Futureproofs team was also **singled out as excellent**.

"Attaching files of new copy avoided our having to create and email huge PDFs."

Ashley Jones, Head of Secondary and Adult Design

Conclusion

The team were keen to use Futureproofs on more projects, in particular more complex books with heavier text and layout changes.