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ConteX Spells Cost Savings

Your authors and editors spend 25%-50% of their time on formatting rather than content. Your authors spend significant time copying, pasting and updating reusable content objects. Increase the productivity of your staff by automating the publishing process and dramatically reduce time lost to page layout. Compound your savings when publishing to more than one channel (print, CD, web, etc.). Compound your savings again if you can re-use content in multiple documents. Write once, use many.

In addition to improved information quality, improved customer satisfaction and faster document production cycles, Live Linx ConteX delivers measurable cost savings.

Cost Savings Calculator

To calculate your savings, use our cost savings calculator (available from Live Linx in Microsoft [Excel format](#)). The cost savings calculator is based on industry experience. Plug into the calculator the numbers that reflect your environment to determine the value of ConteX in your organization.

Live Linx representatives can help you analyze your costs and benefits for your specific scenario, helping you answer these ROI questions:

- How much does it cost to implement a single-source multi-channel publishing system?
- What is the positive impact on your organization in terms of revenue growth and cost savings?
- How quickly can you realize a return on investment?

Factor The Difficult to Quantify Benefits

The cost savings calculator is very good at measuring saved production costs. You should also factor in the other benefits delivered by ConteX, including:

- Faster production cycles. (How much could you earn by getting documents to you customers faster?)
- Reuse of content. (How much could you save by reusing content instead of recreating content?)
- Increased customer loyalty. (Will better, more timely documents improve customer satisfaction and reduce customer attrition?)
- Market expansion. (Will reduced cost of translation facilitate entry to new markets?)
- Customer self-service. (Will ConteX help customers self-handle more pre-sales and post-sales calls?)

Measured Savings in Production Costs

Alternative solutions that may generate long-term production savings always trigger short-term increased costs while staff members adapt to new technology and tools. Since ConteX is based on existing desktop software and work habits, ConteX generates productivity gains immediately.

Customers Report ROI Gains

Customers typically report payback periods of one or two fiscal quarters.

Industry	ROI Info
Telecom Hardware	Document component re-use across multiple products and multiple channels resulted in 95% cost reduction! Number of pages written and updated dropped to 1/16 th of pre-ConteX level.
Hardware Manufacturing	Enabled instant publishing of latest production instructions in multiple languages to all production facilities.
Research Publisher	Reduced document handling and conversion fees for translated versions of documents to zero.
Broadcasting Equipment	<p>Reduced authoring costs by 50%. They were able to do this by updating only components that changed between versions.</p> <p>“Need to know” publishing reduced by 90% the volume of technical material delivered to each customer.</p>

Sources of Cost Savings

- Increased author efficiency – by freeing authors from the responsibility of formatting.
- Information reuse – creating information in small, reusable modules and incorporating them by reference (instead of copying and pasting) reduces initial authoring costs and lowers the cost of future maintenance.

The cost of updating information can be twenty times more expensive than authoring information when content is re-used in multiple locations and multiple formats. Live Linx ConteX can reduce maintenance cost to one edit on one content component.

- Reduced costs for multi-channel publishing– automation eliminates manual conversion efforts, costs and delays.
- Reduced translation costs – translate only material that’s changed. Translate re-used information one time only.