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Abstract

In 21st century, due to the technological development, the scope of business process has crossed the boundary of traditional working procedure. In this article the author has demystified about an ERP titled as Production Tracking System (PTS) which is helping the publishing industry with reference to publishing project management by amalgamating the client, service provider on one side and the typesetter and supplier from other side. This article is a cash report which analyses the various dimensional implementation of business activity through PTS of a publishing firm and its typesetter particularly and gives a bird's eye view about the effectiveness of the tool with relation to managerial competencies and decision making capabilities.

Keywords

*Production Tracking
System, ERP, Project
Management, IT tool,
Business Framework*

1.0 Background:

Publishing has traditionally focused around the document (e.g., book, article, report, etc.) as the basic unit of production. In the physical arena, electronic tool has been shown to have a key influence on the efficiency and effectiveness by which products can be designed, developed, and delivered to meet market needs. Electronic publishing is based on documents that have been stored in a digital format which can be processed using computer-based information technologies. Representing a document digitally enables information technology (IT). At the same time as different tools are being developed by the industry for enhancing the project management scopes, PTS as a tool can be effective for enhancing the boundary of traditional management skill.

2.0 Introduction:

Now-a-days the working process of a publishing company has totally changed as compared to the traditional time. Publishing industry in India has developed into a highly competitive field. Believing in a story and publishing it requires a lot of stamina. This is a cash report with reference to a publishing industry. In this article the production process has been analyzed by taking the help of a project management tool called as production tracking system (PTS). As per the technological development and Computational up gradation, no company is providing *end-end service* for the customer with regards to a particular product. For example publishing company: Client (Author/Contributor), Publisher (Publishing House), Editor (Reviewer), Supplier (Global/Regional), Typesetter (ITES) and Printing services. All these industries are coming within the scope of publishing industry. So if these industries will not use proper technology to help their production process run smoothly, then survival of any publishing firm will be tough.

3.0 Highlights:

1. This report is to give a brief idea about PTS which is used in publishing industry as a project management tool.
2. Creating a link between the work flow of this industry and the usefulness of the tool by increasing the scope of managerial dimension and E-commerce.
3. Finally to give a brief idea about the implementation of the tool with relation to typesetter.

4.0 Case study:

This case is about the application of an electronic tool that is being used in various publishing industry for running the publishing process smoothly. Here the author has collected the data from both primary sources like interviewing some employees who are working with this tool and even the author is a member of the working group so he has highlighted the application process that he is using on day to day basis. As far as secondary data is concerned, the author has collected some concepts regarding the tracking system from a previous project and research articles.

4.1 Brief analysis about PTS:

This is an automated application used for tracking purpose of a product. For example the publishing houses give the task to supplier and typesetter and the typesetter access the data through PTS and process forward. In spite of the various location all these service providers can access the data uniformly as per their accessibility and do the needful. The benefits of using the above tool are:

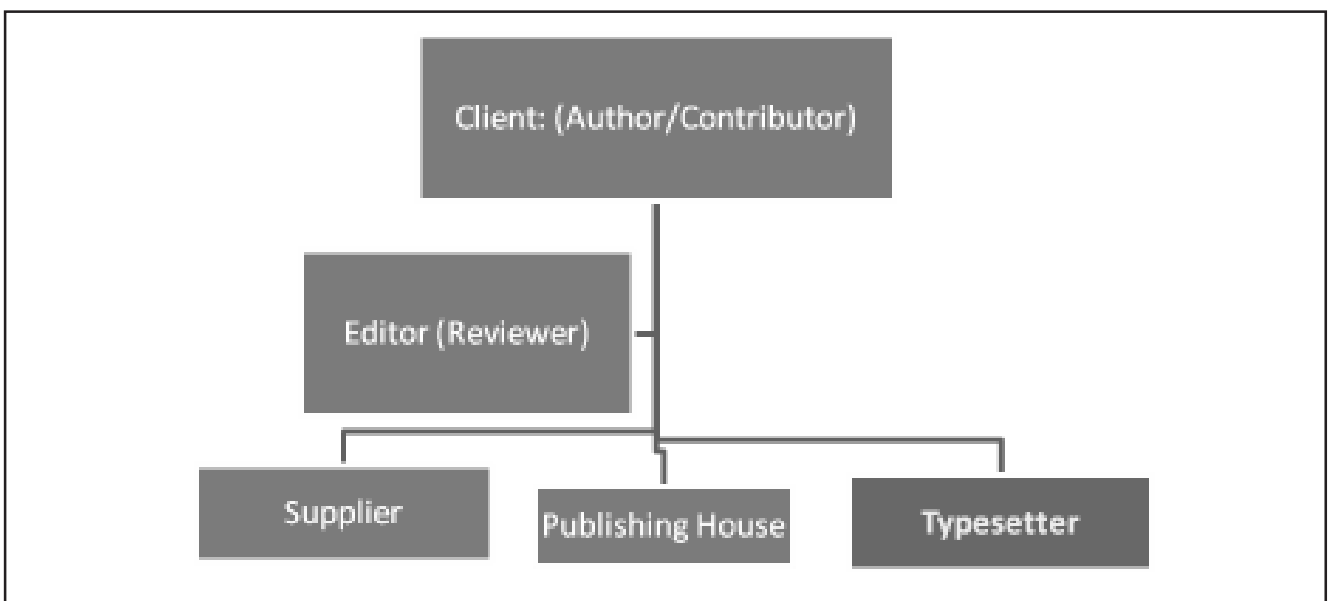
- ◆ Able to determine the real-time location of products and lots.

- ◆ Get production counts at any location in process, which helps point out failures or bottlenecks.
- ◆ Instantaneous failure rates for test tracking.
- ◆ Production is identified by a tracking number, base part number, possibly a sorted part number, line or department identification, pass/fail status and location. Individual production is referred to by the unique tracking number.
- ◆ Production equipment including assembly, calibration and testing can send measurements of product or process through the product tracking system.
- ◆ Product part numbers and optional serial numbers and production dates can be provided to marking equipment, such as a laser marker, to mark the product after acceptance.
- ◆ Material/item handling equipment can be integrated with the product tracking to stop unidentified or rejected material, to provide part numbers to automated test equipment, and to direct intermingled production to the correct packaging equipment.
- ◆ Production counts by part number and shift and % good/bad (if pass/fail information is provided) are available for display.

4.2 Application of PTS in publishing project management:

Here the author has given details of the functional activity of the tool with relation to Publishing domain.

Framework of Publishing Industry:



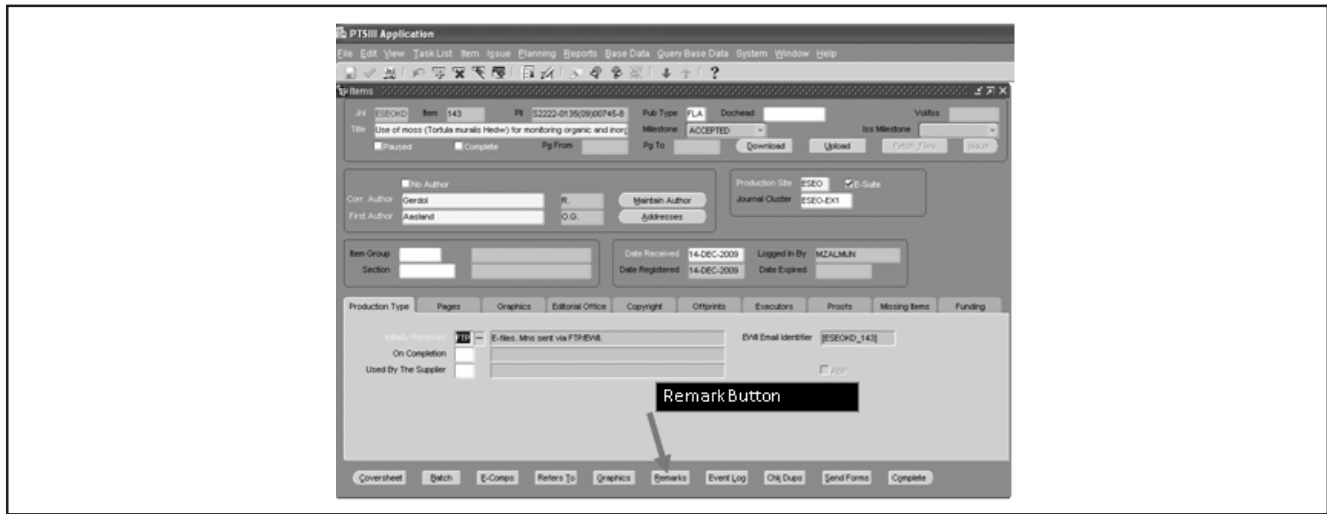
[Framework of Publishing Industry]

4.3 Editor /Reviewer communication:

In the introduction part we analysed the types of project in publishing industry like, End-end service, that is called as full project management and outsourcing project

management. In outsourcing project management that is being discussed in this article, editor/reviewer communicates to the typesetter as well as to the supplier through the PTS by the “Remark” button.

Here it is highlighted below: [Fig 1.1]



[Figure 1.1: Mode of communication through the tool]

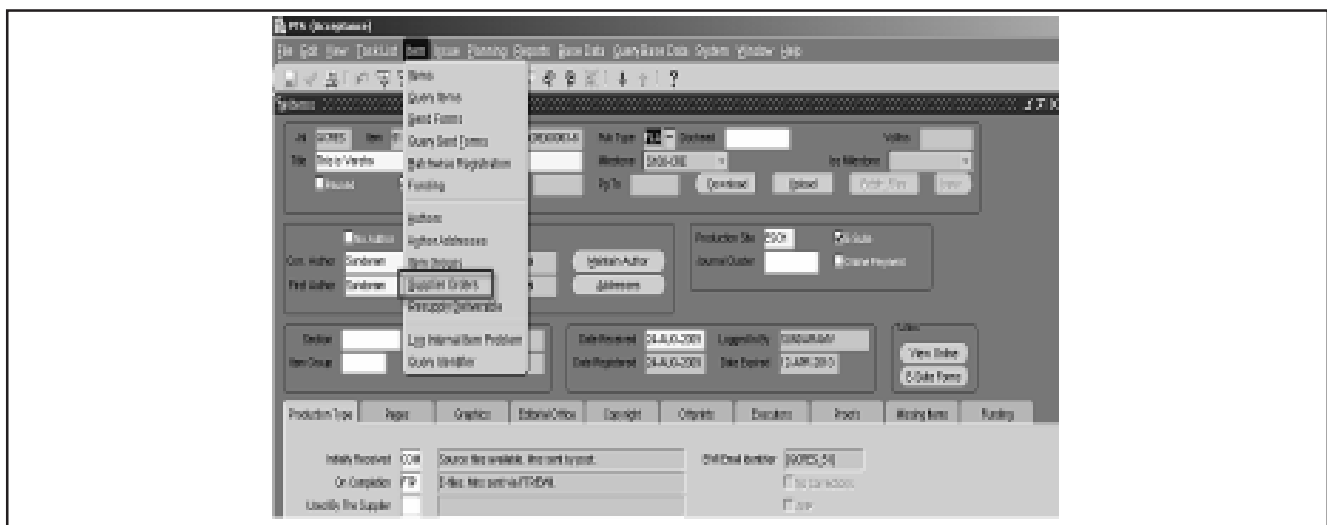
4.4 Supplier / Publishing Houses:

Publishing house itself as well as the supplier of the task also accesses all sorts of information regarding the status of the project through PTS. Accordingly they give the instruction to the typesetter and query to the client / author to shutout any problem related to the project. For example if the client asks for some addition or deletion to the project than these activities are generally tracked through PTS and instruction given to the concerned authority after which the supplier order is remarked and updated.

Some major activities that are controlled by the publishing houses:

- ◆ Item updation, Stop work order
- ◆ Revision and correction upload
- ◆ Resupply related activity
- ◆ Copy rights.
- ◆ Offprint
- ◆ Payment order.

In the diagram below we can find out the remark “supplier order” which is activated when some order is given from the supplier or publishing house itself with relation to work flow.



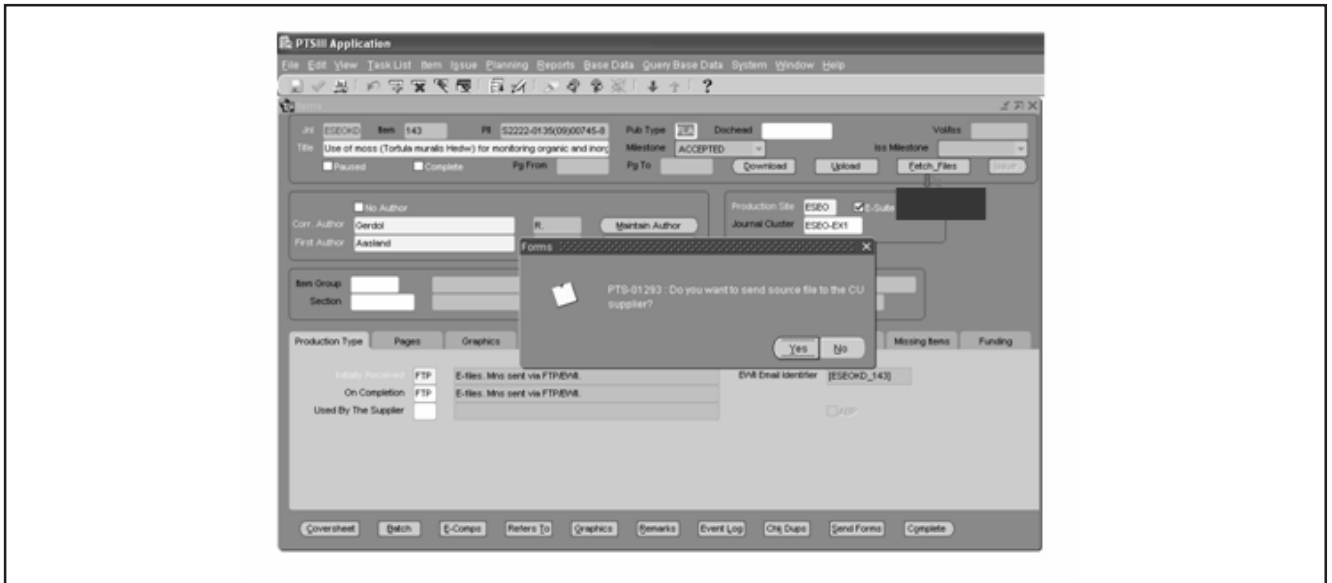
[Figure 1.2: Supplier/Publishing houses give instruction related to the concerned project and update the order to run the process again.]

4.5 Functions of typesetter with relation to the PTS

Item import from supplier to typesetter:

PTS interfaces with various e-submission systems for the transfer of accepted articles and metadata from these systems to PTS and the Electronic Warehouse (EW).

There is also accessibility through which the typesetter accesses the raw data and stores it in its own Electronic Warehouse (EW) through PTS. Once the material starts furnishing then its each activity can be accessed by the publishing house through different work flow only through PTS.

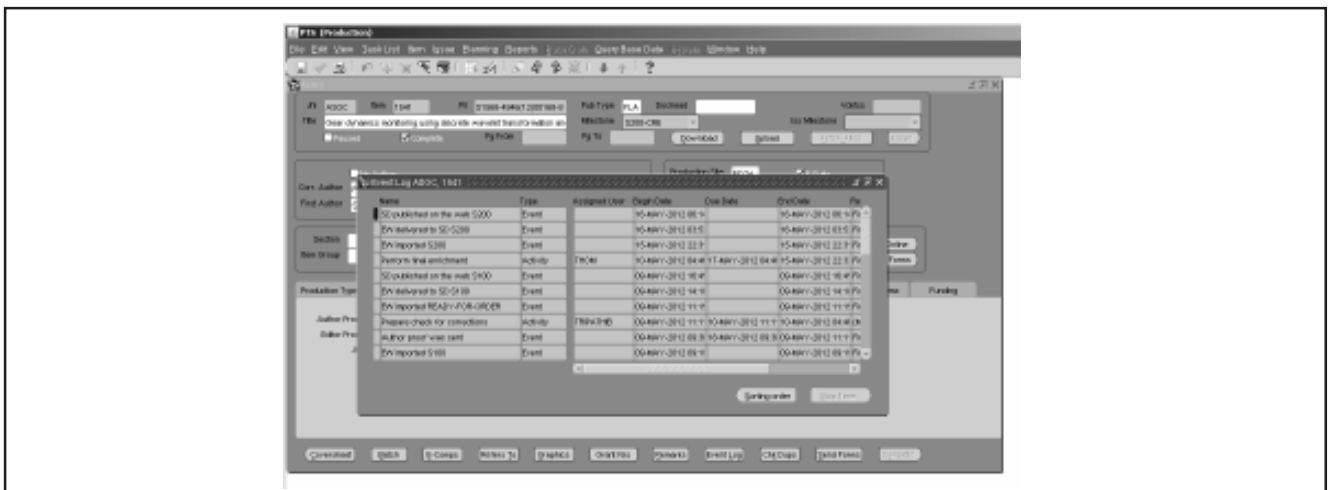


[Fig 1.3: This is about the material transferred to typesetter for typesetting purpose.]

In this stage material is generally checked as per the requirement of supplier and typesetter, than if anything else is missing then the communication process starts among the typesetter and publishing house on one side and the client on other side. At the same time the particular item was kept in hold by the pausing system by putting a remark which can be accessible by supplier, publishing house and the typesetter itself. If any information is provided by the client with regards to production then the same is pasted in remarks which are also open for the participating body in the project management system. Once the items are registered in PTS, then everything can be accessed through PTS with relation to communication; like billing, copyrights, instruction from supplier regarding work flow.

4.6 Work flow Status:

Once the material is registered, then all the participating body in the total project management system can check the status of a particular project related to the work flow like in which stage the work is, accordingly with in the stipulated time period what should be the work flow? Whether the task has reached the ridge line or not? If not, than what is the issue for which the task has been delayed. All these things are analyzed by the Project management staffs and proper action is taken. The total end-end activity with relation to typesetting part (like; Editing/ paginating/Quality checking designing) are being monitored by the publishing house through this tool (Production Tracking system) only. This is with relation to the work flow of the typesetter.



[Fig 1.4: Event log which describes the workflow status]

On other side the supplier also accesses the information about the particular project and controls the activity of the typesetter and its concerned department. If any thing has not been processed as per the status of the tool, then actions are taken. This work flow can be terminated by the supplier for a particular project at any time if any uncertainty happens, just by communicating through this tool. The total work process is too vast so here, authors have just given a brief analysis about the usefulness of the IT tool for which the scope of E-commerce is enhancing day by day.

5.0 Merits of the Tool:

Production tracking system acts as a controlling tool for all these participant bodies in the particular project management. It leads the process to be automated by which evaluation and controlling becomes easier for the management. In each stage of activity, stipulated duration has been allocated like “starting date” and “due date” within which the concerned task has to be completed. If anything does not happen, then immediately task will stop, for which delay report will be shown in PTS. Man power management and time management is the main aim of the tool.

5.1 Effectiveness in Project Management:

Project management is consisting of so many tasks and sub processes, so all the sub processes can be controlled through PTS by which the completion of project will be done within proper duration.

Application of these ERP packages has now become a challenge for each industry . Hence after this brief report we can summarize that PTS can be an effective tool for publishing project management which is the integration of different work processes.

6.0 Conclusion:

This paper has illustrated an example of how electronic tool can be used to describe the production in digital services. In spite of the application success of the tool, there are difficulties that the industry is facing. Sometimes due to the automated service, we are not able to provide customized service to the consumer. But from inbound work point of view, this is really an effective tool which helps the project management professionals in publishing industry. In publishing industry, very few firms are providing end- end service. So for fulfilling this gap the application is really useful.

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