were one major issue that Lapiz Digital faced. "We used third-party cloud-based tools to maintain data integrity and confidentiality," Bharathram says. "The first week was a challenge in setting up the IT infrastructure for team members, especially in getting the right internet options. Thus far, everything is working well and we have met all delivery schedules for our projects despite the lockdown and ensuing WFH confusion."

Automation continues to be a hot topic in content creation and production at Newgen KnowledgeWorks, Bottrill says. "Boundaries are blurring as digital solutions vendors take on more of the product development and creation process while editorial staff—from vendor's and client's side—become increasingly equipped with the tools to drive the production process as well as editorial functions," he adds. This, Bottrill says, has brought "a renewed focus to user experience to make sure that all our tools are intuitive and that the entire workflow depends only on those processes that truly add value for the end user."

Revenues from audio content have been a particularly important lifeline to publishers facing market disruption, says Bottrill, whose team offers recording and production services. "These

Tyler Carey, chief revenue officer at Westchester Publishing Services

audio services support digital learning content for K–12 educators, as well as more traditional audiobook publishing," Bottrill says. "By combining print, digital, and audio production together, Newgen KnowledgeWorks is able to provide a truly end-to-end service, which is not only efficient but also ensures that content hits the market sooner."

Expanding Business at Westchester Publishing Services

The pandemic has added a sense of urgency to the continued development of the cloud-based portal used by Westchester Publishing Services to best suit clients and internal needs, chief revenue officer Tyler Carey says. "Clients can use the Dropbox interface within the portal to see all versions of each asset, engage with the project and schedule, and share direct Dropbox links to content with their staff and authors," he adds. "We are actively customizing it to specific client workflows as needed, making it more versatile than many off-the-shelf tools—and available to our clients at no cost."

Westchester's client roster is growing despite the slowed economy, with 2020 set to be the company's biggest year yet, Carey says. West Margin Press, RosettaBooks, Berghahn Books, Stonesong Digital, and educational content providers such as CareerPath and Lorenz Educational Press are some of the new clients. "We are seeing growth with existing partnerships—Macmillan, Princeton University Press, MIT Press, for instance—that go beyond the type of work we had historically done together," Carey says.

The demand for quality editorial services is rising. "Even trade publishers that normally keep copyediting in-house or have a limited number of freelancers are moving work to us in order to achieve a reliable and steady resource at a time when not all

contributors and freelancers are able to support a digital workflow," says Carey, whose team is creating more digital learning content for publishers and edtech providers.

"We provide additional lessons and assessments to expand the offerings that our clients already have," Carey says. "Some clients are adapting to new platforms like Learnosity, which we have extensive history in helping publishers migrate their content to. Others, upon finding themselves selling an existing library of content that may not have been updated in a long time, are asking us to review the currency of their backlist, as well as to ensure that the older content addresses emerging needs on diversity, equity, and inclusion."

The digital tools and processes implemented have made the WFH transition painless for 51-year-old Westchester. "We proactively pursued a partnership with Dropbox a few years ago because we saw the need for a client-centric platform with easy asset-management options, and to add publication-specific information and functionality on top of that through our client portal," Carey says. "This enables us to easily ramp up for projects with our larger clients and establish variant workflows with the nearly 250 publishers we now serve. It means that we have alternate options in place to serve each new client instead of making them adhere to an off-the-shelf solution that may not solve the issues they face during these trying times."