



data entities, but what was missing was a tool to exploit that further. Xyleme completed that loop; it offered a system that could take multi-structured XML, allow you to build interfaces into it, enable lightning-fast, yet highly granular full text and structured search capabilities, and manipulate and repurpose those results to meet specific needs.”

With Xyleme Server, Time Out had a central, searchable repository of channel-independent London Eating and Drinking content in only 3½ months. Xyleme’s completely schema-independent environment allowed Time Out to apply multiple structures to their content to reflect the diversity of their publications, without requiring any development work or additional technical administration. This also allowed them to adapt on the fly to frequent changes made by the editorial department.

In addition, because Xyleme can break content down to its most granular element, listing information could be input once and shared across multiple reviews and publications, thus eliminating duplicate data entry and ensuring the integrity of Time Out’s content.

Xyleme Server provides Time Out with a powerful tool for precision querying their semi-structured information. By taking advantage of the implicit structures of Time Out’s content, the Xyleme Server combines highly structured querying with the benefits of today’s free-text search, allowing for customized searches that produce exact results. Information requests that used to take hours of manual searching are now completed in a matter of minutes,

significantly impacting the productivity of Time Out’s journalists, production, and editorial teams who rely on this information. Xyleme Server integrated seamlessly with Time Out’s current architecture. Adopting Xyleme did not disrupt or require any changes to the Time Out editorial processes. Journalists can continue to use their chosen suite of best of breed editorial tools to create new content, exactly as they did before.

## THE RESULTS

Xyleme Server has transformed Time Out’s content infrastructure, allowing them to meet and exceed their objectives. According to Steve Proctor, group production director at Time Out: “Xyleme has added another dimension to our thinking on what we can do with our data. It has helped us realize the true value of our content and has empowered us to fully exploit our own content.”

For example, prior to adopting Xyleme, it could take up to five days for Time Out to extract content, prepare it for syndication and deliver it to partners. With Xyleme, relevant documented elements can be extracted on the fly and automatically distributed to partners in whatever format or standard they desire. And because Xyleme can break content down to its most granular level, Time Out can easily customize the information sent to partners, thus increasing its value.

Time Out will also use Xyleme to drive the creation of new products from their vast array of content. In the past, compiling information

for a magazine supplement took upwards of a week of editorial research and required careful checking to ensure accuracy. With Xyleme, this process only takes a couple of hours and the retrieval of current information can be managed easily. Even better, the supplement can be distributed through any channel; not just a print magazine. Xyleme allows Time Out to bring customized products and services to customers in a much faster time-to-market and extend their market leadership.

One of the biggest areas of cost savings for Time Out has been in terms of development. According to Chappell: “With Xyleme, all of the issues we’d encountered with conventional database solutions were no longer a problem, this gave us the flexibility to do pretty much anything we wanted to do with our data. To date, our development costs have decreased four-fold by building our solution on Xyleme Server.”

As Time Out looks towards the future, they see Xyleme’s technology helping them grow beyond a print-centric culture, driven by print deadlines, to one that is content centric, in which they can still meet all of the demands of the press industry, but where content is dynamic and on demand. Continues Chappell: “Xyleme understood what our content represented and the complexity of our issues. More importantly, they were able to demonstrate how we could exploit it further and make it dance. The technology reveals, in all its glory, the true richness and depth of our content without compromising the work processes and efforts of our editorial staff.”

### ABOUT XYLEME, INC.

Xyleme, Inc. is the industry’s leading provider of open and standards-based learning content management solutions that enable single-source publishing of training content. Xyleme is 100% XML-based to create massive efficiencies through modularity and reuse. With Xyleme, training organizations improve collaboration in content development, reduce time-to-market for customized training products, and minimize the cost of supporting a blended learning strategy for print, online and mobile delivery.

With Xyleme LCMS, the entire content lifecycle, from authoring to storage to publishing, is pure open XML. Therefore, content is effortlessly repurposed across print, eBook, online courses and mobile applications and automatically synchronized across these learning products. Xyleme LCMS takes full advantage of user-generated content to support enterprise content development processes and can publish training content to both formal and social learning environments. The industry’s leader in standards support, Xyleme complies with key industry standards including SCORM 2004 and 1.2, Common Cartridge, QTI and ePub.

For more information about Xyleme, Inc., visit [www.xyleme.com](http://www.xyleme.com).