

# Proofreading Software Buyer's Guide

## A Guide to Purchasing Proofreading Software for Crop Science Industries



Across the Crop Science sector, both user and environmental safety are of highest priority. Ensuring that product and safety information is conveyed accurately and error-free is therefore paramount. Regulated industries, including the world's leading life sciences companies, depend on TVT for compliant, error-free text and graphic content, in print and online.

At Schlafender Hase, we strive to provide high-quality, user-friendly text and graphic verification software that meets the needs and high standards of our customers. This guide and accompanying resources provide the navigation tools required to complete a successful buying journey for proofreading software for regulated industries.

From identifying the initial support you require in your proofreading process to making a final decision about what package to buy, buying a proofreading software is a complex task. It can take months to research and collate options, meet with vendors, and demo and test solutions before being ready to sign a contract.

So how do you begin choosing the right proofreading software that will meet your existing and future needs? In this buyer's guide, we will go over seven steps that will help you in your purchasing process, to ensure that you end up with the proofreading software you need.

- 1** Understand your business needs
- 2** Define your proofreading requirements
- 3** Consult with your network and peers
- 4** Identify a short-list of vendors
- 5** Demo and trial the software choices
- 6** Purchase your top choice
- 7** Monitor success (ROI)

## 1. Understand your business needs

The most important step for buying any software is understanding your business needs. Purchasing a proofreading software is no different.

Gather all stakeholders together, including proofreaders and decision-makers, to discover what problems need solving and how this fits within the goals of the company:

- What are your company's business goals for the next year(s)?
- What impact should the right proofreading solution have?
- What risks are you trying to mitigate?
- How quickly do you need the solution installed?
- What is the budget?
- What does a successful integration of a proofreading software look like?

Pinpoint the problems and narrow down how software can help. Start with a specific business or quality-driven issue, for example:

- We need to understand the **impact of regulation and guidance changes**.
- We must **eradicate errors from content** across all communication channels and selling regions.
- We need to **increase the speed of approvals** for content across the company.
- We require a **reduction in the correction cycles** for printed and online materials.
- We must be able to **efficiently prove compliance** for all regulation-driven changes.



Download “Business Gains with Proofreading Software” for examples of pain points and gains.

## 2. Define your proofreading requirements

The next step in finding the correct proofreading software for your organisation is to create a list of specifications. Work with the internal stakeholder team to create a comprehensive list. This list can include everything from functionality to cost and more. This will be your criteria when beginning to review software options.

When creating your list, consider these questions:

- What proofreading requirements do you have (file types, languages, graphics, icons etc.)?
- What functions and features would you like from a proofreading software?
- What additional features exist in the proofreading software on offer?
- What business problems will the proofreading software solve?
- What business processes will the proofreading software make easier, faster and more efficient?
- What additional costs could be incurred if you don't implement a proofreading solution?
- What kind of support can you expect for internal IT resources and from the vendor?



Download “Buyer's Guide Checklist” to help you with Step 2.



### 3. Consult your network

Ask people within your network, especially those in the Life Sciences industry, about their experiences with proofreading software, and, most importantly, about the vendor engagement process and aftersales support they received.

Potential questions to ask people in your network:

- Which proofreading software solutions did you evaluate?
- Why did you select the one you have?
- How has your document comparison/proofreading process changed since implementing the proofreading software?
- Have you experienced any unexpected benefits?
- How has your team adapted to using the software?
- How was the implementation process?
- How is the post-sale support?

If you have any specific requirements that need proofreading such as icons, tables, complex languages etc. be sure to ask how the software handles these.

Evaluate any case studies you can get your hands on to gain further perspective on both the vendor and on additional features that have not been considered on your list of requirements but may be of benefit.

When discussing potential vendors with your peers, ask which specific product they use, as most vendors have several solutions for different stages of the proofreading process, from pre-press text approval, to graphics to post-print inspection.

At this point, you should be in a position to draw up a list of potential vendors you want to reach out to.



**Links to case studies are available in the Resource Centre at the end of this document.**

### 4. Identify a shortlist of vendors

Armed with your list of must-have features, you are ready to research potential proofreading products and review online case studies. It is time to create a shortlist of vendors that may meet your business needs.

Start by comparing the proofreading software to the requirements laid out in the must-have list created during this process. Take care to evaluate the following:

- Does the proofreading solution solve the key problems?
- Does the product meet your must-have requirements?
- How user-friendly is the solution?
- Is training provided?
- How is after-sales support provided?
- Does the product have positive case studies and user reviews?
- Is the product within your budget?

A quick and easy way then to create a shortlist:

- Eliminate the products that don't have the features you need
- Rank them in the order you think would fit best
- Highlight the cost and annual contract values

Several weighting and criteria can also be used to short-list vendors. The software can be ranked by usability, feature priority, user case studies and user reviews, price and more. Remember that this list can evolve as the proofreading solutions are explored.

Try your best to keep an open mind during this phase of the purchasing process. A criteria or option you may not have considered previously might emerge as a game-changing deal breaker.

## 5. Demo and trial the software choices (and get to know the vendors, too)

It is now time to start testing your top choices. Ask each proofreading vendor on your list for a demonstration and a free trial, which are offered by most proofreading software providers. As this will be the first interaction with both the solution and the vendor's customer service style, here are some questions to keep in mind:

- Was it easy to schedule a demonstration?
- Are they interested in just closing the sale or helping you solve your problem?

At this stage, gather several documents and files commonly used across your organisation to benchmark the solutions, ensuring that these documents and files cover the criteria set for the solution. To help you choose, here are some things to keep in mind:

- Apply the 80-20 rule. Documents you need to frequently proofread form your 80%. Exception cases and items that you believe could present challenges form your 20%. Testing both types of documents will ensure you have an accurate picture of what the software can do... and perhaps more importantly, what it cannot.
- Test documents in different file formats as well as different versions of the documents.
- Include documents with tables, right-to-left languages, image, symbols, braille, data matrix codes etc.
- Some proofreading solutions perform extremely well on smaller documents but slow down dramatically when processing files with large images or a high number of pages. Your 'test samples' should include both.

## 6. Purchase your top choice

With demonstrations and free trials complete, your team should now be in a strong position to select a vendor. Negotiating can often be intimidating, but with the correct preparation, it doesn't have to be. Things you can consider negotiating with the proofreading software vendor are:

- Licensing model
- Volume pricing
- Services included
- New release and update costs
- Validation support and related fees
- Online and on-site training

Keep notes regarding performance, set-up time, false positives, and things you notice about the vendor during this stage of the process.

Test all proofreading software for the full trial term. Ask your colleagues for their thoughts and feedback. Requesting team feedback will make your colleagues feel a valued part of the decision-making process, ensure team buy-in once the final decision is made.



**Download "Testing Feedback Form" to help you gather feedback from your team.**

Use the opportunity to get to know each vendor better. Check their website for their customer profile or ask for a customer list. Is this vendor serving your industry peers? Ask for a contact at least at one of the companies on the customer list and ask them for their experience with the product and the service they are experiencing with the vendor. It is good practice to send the person you are contacting a list of the questions you are looking answers for (see section 3 for some question ideas). This helps them prepare and ensures the correct people are on the call. One mistake often made when evaluating proofreading software is confusing software price with software value. Obviously, the price of proofreading applications is a major factor, but the value the software brings to your company is also important.

When reviewing contractual agreements, make sure to involve the right colleagues as they usually contain Legal, IT and Commercial terms.

## 7. Monitor success

Tracking the success of your purchase is important not only to justify your purchase but also to prove the ROI for keeping the software year after year.

Bring out the answer given to the question ‘**What does success look like for proofreading software?**’ Capture and log any of the key performance data prior to installing and using the new proofreading solution. This provides the benchmark to gauge all future improvements against. Part of the key criterion captured should include:

- Right-first-time through process gates
- Time taken to proofread large & small documents, multilingual insert leaflets, etc.
- Average number of approval cycles
- Average timeframe for content creation or change/update projects
- Volume of projects completed by your team or department
- Number of CAPAs (Corrective Action and Preventative Action) resulting from errors
- Opportunity to include industry-specific terminology
- Stop sales recalls
- Volume of rework resulting from errors, Stop-Sales and Recalls
- Time to prove compliance during an audit
- Job satisfaction (Let’s not forget that proofreading can be very stressful and tedious!)

Keep a quarterly scorecard, monitoring success across these aspects to prove ongoing return-on-investment (ROI) across the years whilst mapping the continual improvements across communication channels.

### Here are some further questions to ask yourself when measuring the ROI of your purchase:

- Is the proofreading software helping toward company goals?
- Does this software perform the job promised?
- Do my colleagues enjoy using this proofreading solution?
- Are we getting qualified customer support?
- Are we gaining the benefits to justify the cost?

If most of the answers to these questions are **yes**, then you have chosen the correct proofreading solution for your company.

If most of the answers to these questions are **no**, then you should consider not renewing the software, and **go back to number 4** of this guide to re-evaluate other vendors again.

## Congratulations

You now have all the information necessary to buy the right proofreading software to answer your specific needs. Own the process and be open and communicate with key stakeholders in your company to ensure you’re making the right decision each step of the way.

In the Resource Centre below you will find additional support to attain the best proofreading outcome for you, your team and of course the organisation.

## TVT References and Case Studies from Regulated Industries

The full list of case studies can be found here: [TVT Case Studies](#)

	Links	
	<b>New World Medical: Saving Resources and Increased Efficiency for Proofreaders</b>	<p>With TVT, the Quality Assurance Department saves days in proofreading and is able to devote more time to medical device registrations and company expansion in new markets.</p>
	<b>Azurity: Effortless Comparison in Labelling and Promotional Review</b>	<p>An increase in the number of products after an acquisition presented new challenges for the labelling team, which had been proofreading manually. Implementing TVT allowed the team to quickly identify any changes and save up to 8 hours per PI .</p>
	<b>AstraZeneca: Best Proofreading Practices in Marketing with TVT</b>	<p>AstraZeneca has deployed TVT as their proofreading solution across all global teams. More confident in the accuracy of their materials means less stress for the proofreaders. The job gets done faster and with more confidence.</p>
	<b>Biomapas: Providing Top Notch Services to Clients with the Help from TVT</b>	<p>Biomapas, a full service Clinical Research Organization (CRO), was experiencing challenges verifying multiple languages. With TVT they can easily compare 64 required languages and save a minimum of 1-2 days per piece.</p>
	<b>Laboratório Edol: Building an Artwork Approval Safety Net</b>	<p>Laboratório Edol's artwork includes big chunks of text, but since implementing TVT with the TVT Artwork Module, they now have complete control over their documents.</p>
	<b>Lohman &amp; Rauscher: More Output, Less Resources</b>	<p>Lohmann &amp; Rauscher experienced significant time savings after implementing TVT. Reviewing multilingual user instructions took one hour instead of ten. The ROI on TVT was achieved within a year.</p>
	<b>Novo Nordisk: Fifteen years of Higher Quality, Increased Output &amp; Improved Efficiency at a Reduced Cost</b>	<p>When Novo Nordisk implemented TVT in 2005, the ROI was quick. Furthermore, Schlafender Hase's long-term partnership with Novo Nordisk has promoted quality and compliance across the Pharma industry.</p>
	<b>Pharmathen: TVT Increases Employee Satisfaction and Doubles Productivity</b>	<p>Pharmathen is one of Europe's largest independent generic companies. What used to take three days to review is now accomplished in only one day with TVT. This has resulted in weeks of gained time and reduced stress.</p>