

Archive-Based Publishing

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About Me

- » 1997: Began publishing career at Tyndale House Publishers.
- » 1999: Built a publishing workflow system for Tyndale.
- » 2000–2002: Created Tyndale’s first e-book publishing program.
- » 2001–2008: General Editor, NLT Study Bible.
- » 2004: Set up my first publication content archive.
- » 2009–2013: Developed Tyndale’s Bible e-book program. Automated study Bible ebook production.
- » 2012–2014: Began helping other companies with digital production and archive development.
- » • 2015–present: Empowering publishers and authors.

About Black Earth Group, Inc.

Black Earth Group exists **to empower publishing**
by providing knowledge and systems
that **simplify and accelerate the publishing process**
so that publishers and authors can more directly and
effectively **connect with readers.**

Endorsements

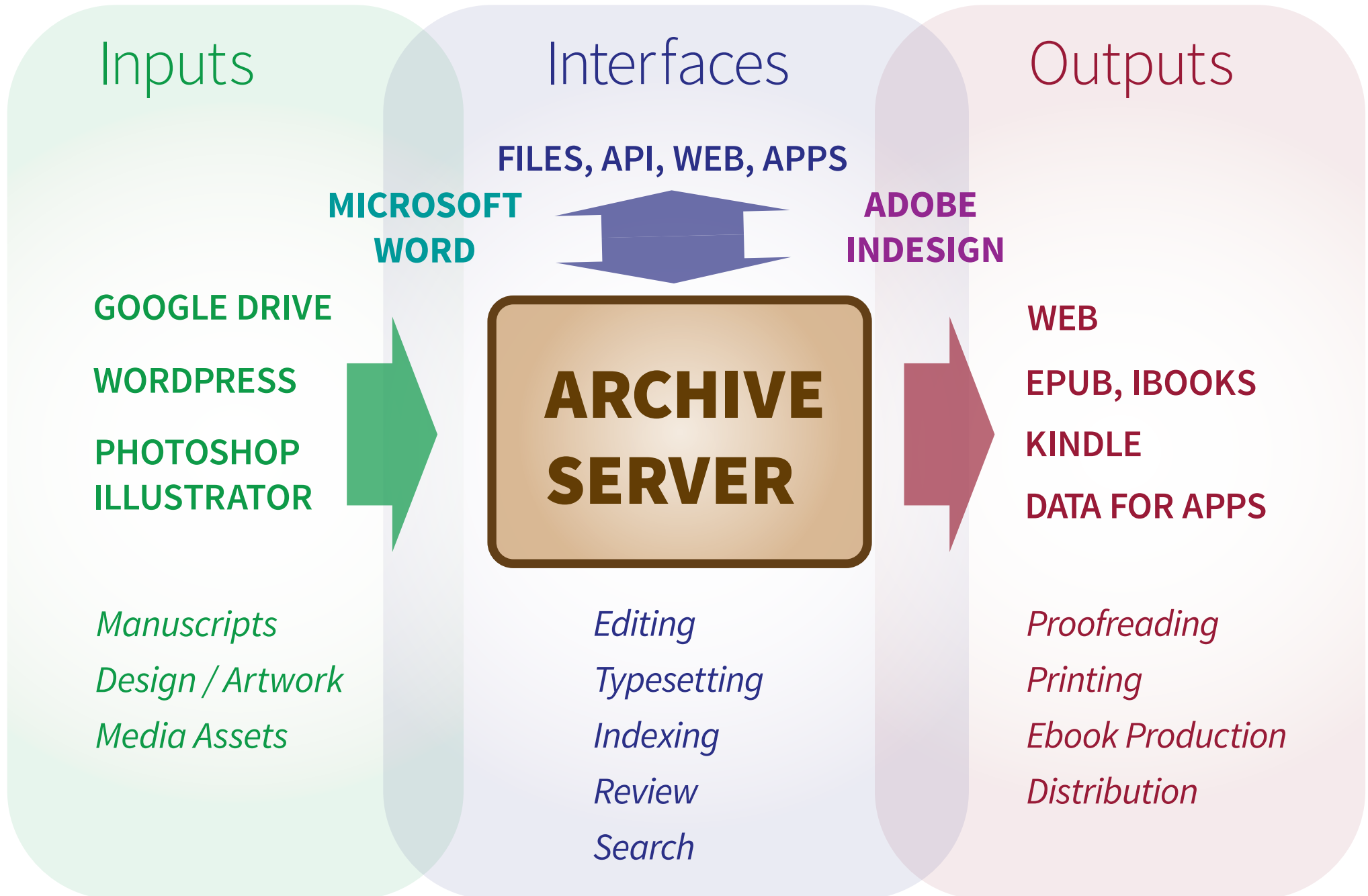
“Sean’s knowledge of the technologies involved in publishing is unmatched. His ingenuity has saved Tyndale countless hours over the years.”

**—Pat LaCosse
Composition Manager,
Tyndale House Publishers**

“Sean did an outstanding job of helping us adapt our existing processes for improved ebook production with minimal disruption. His own publishing experience enabled him to hear and effectively address the concerns expressed by our editors in response to technical changes.”

**— Greg Bailey
Managing Editor, Books
Crossway**

Archive-Based Publishing



Why do we want a central publication content archive?

An archive containing all your publication content makes things possible that were too complicated, overwhelming, or inefficient to do before.

- » **Discovery:** The archive is fully searchable and browsable.
- » **Automatability:** Automate what can be automated.
- » **Availability:** Access all your content for a variety of purposes.
- » **Marketability:** Use content to enhance your marketing.
- » **Security:** Always up-to-date, always backed up.
- » **Delivery:** Integrate e-commerce and/or distribution.
- » **Validity:** Ensure correctness in format and/or structure.

Think of a problem or situation....

Not being able to find content related to a particular topic.

Not being able to access the files related to a particular project.

Always having to outsource e-book production, QA the resulting files, and getting sub-optimal results.

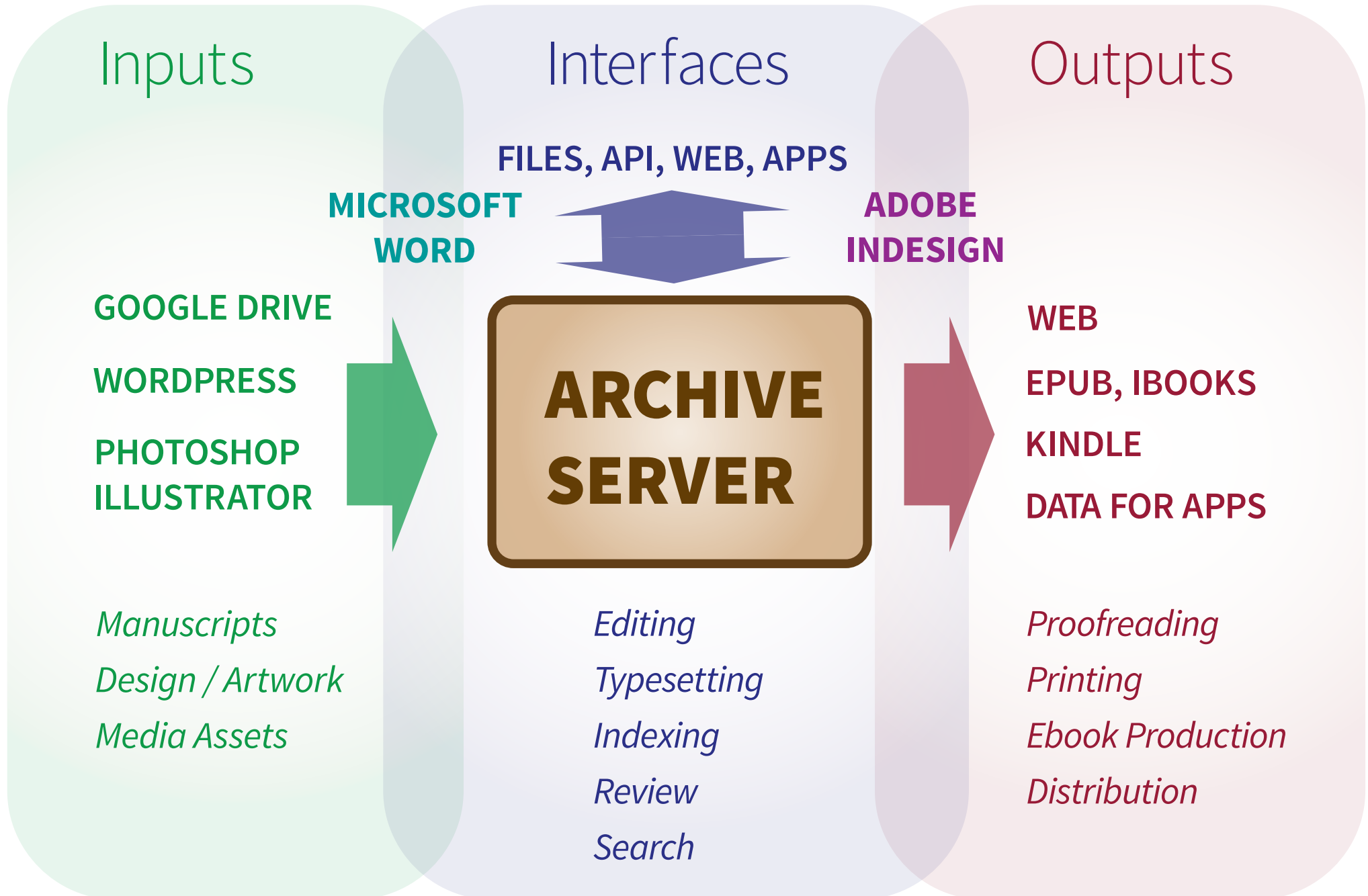
Not knowing if changes that have been made are going to be reflected in ALL products, including digital.

Having the content for digital products get out of date and not being able to get them updated.

Not having the content for a product in a form that can be used for marketing.

Only having the first chapter as an excerpt, but wanting to provide a variety of excerpts.

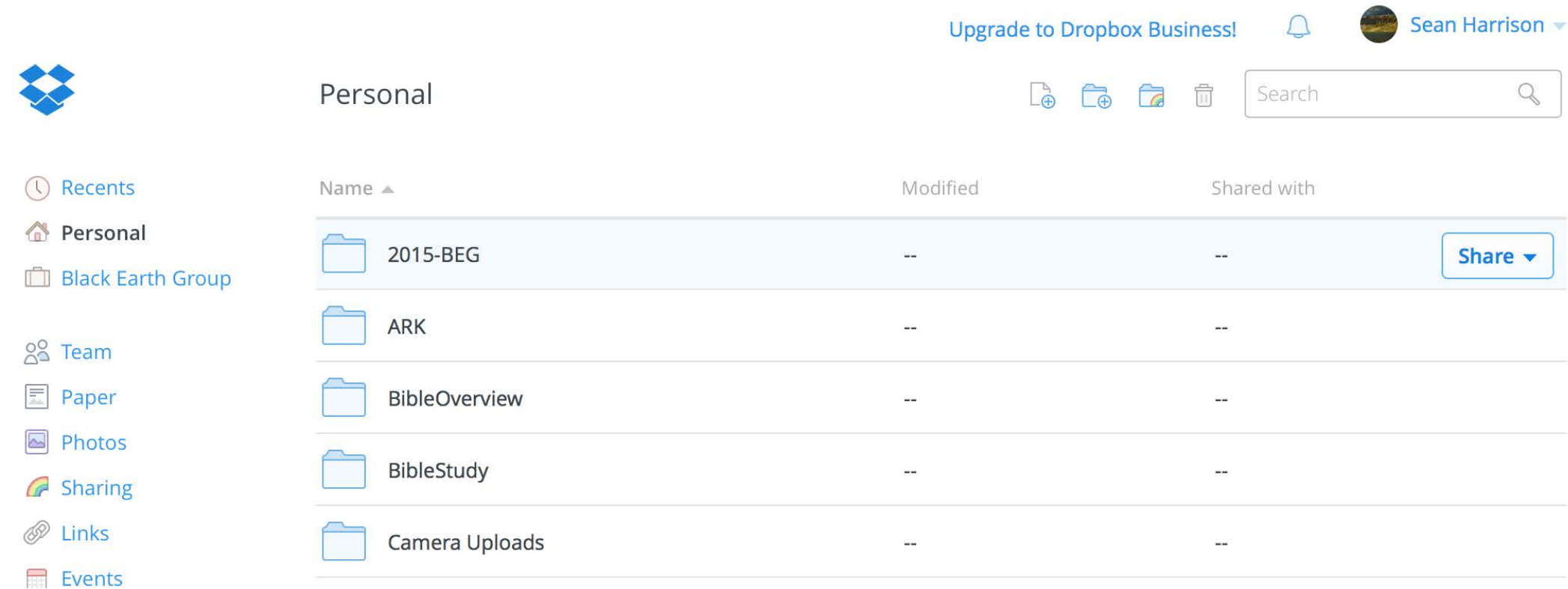
Archive-Based Publishing








Setting Up an Archive-Based Publishing System

1. Select an Archive Platform / Host
2. Set up Archive Server
3. Select a Desktop File Interface
4. Start Importing Current and Backlist Products
5. Define and Implement Automations
6. Create Interfaces to Provide Additional Services

Archive Platforms: Dropbox



The screenshot shows the Dropbox web interface. At the top right, there is a link to "Upgrade to Dropbox Business!", a notification bell, and a user profile for "Sean Harrison". Below this is a search bar and a toolbar with icons for adding files, folders, and deleting. The main content area is titled "Personal" and displays a table of folders. The table has columns for "Name", "Modified", and "Shared with". The folders listed are "2015-BEG", "ARK", "BibleOverview", "BibleStudy", and "Camera Uploads". A "Share" button is visible next to the "2015-BEG" folder. On the left side, there is a navigation menu with icons for Recents, Personal, Black Earth Group, Team, Paper, Photos, Sharing, Links, and Events.

Name ▲	Modified	Shared with
 2015-BEG	--	--
 ARK	--	--
 BibleOverview	--	--
 BibleStudy	--	--
 Camera Uploads	--	--

- » Very Easy to Set Up
- » Server Integrations Possible
- » Reasonable Pricing

Archive Platforms: Subversion



- About Subversion
 - [News](#)
 - [Features](#)
 - [Documentation](#)
 - [FAQ](#)
 - [Roadmap](#)
 - [Security](#)
 - [Quick Start](#)
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Apache™ Subversion®

"Enterprise-class centralized version control for the masses"

Welcome to **subversion.apache.org**, the online home of the Apache Subversion™ software project. Subversion is an open source version control system. Founded in 2000 by CollabNet, Inc., the Subversion project and software have seen incredible success over the past decade. Subversion has enjoyed and continues to enjoy widespread adoption in both the open source arena and the corporate world.

Subversion is developed as a project of the [Apache Software Foundation](#), and as such is part of a rich community of developers and users. We're always in need of individuals with a wide range of skills, and we invite you to participate in the development of Apache Subversion. Here's [how to get started](#).

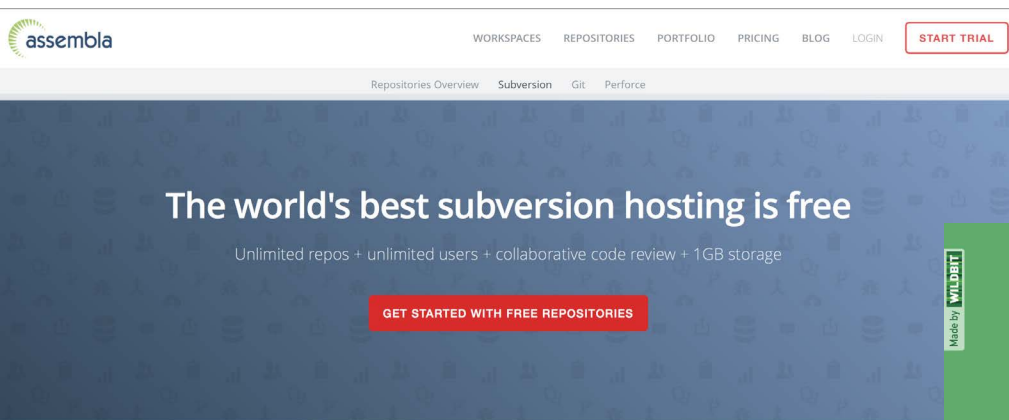
For helpful hints about how to get the most out of your visit to this site, see the [About This Site](#) section below.

Our Vision

Subversion exists to be universally recognized and adopted as an open-source, centralized version control system characterized by its reliability as a safe haven for valuable data; the simplicity of its model and usage; and its ability to support the needs of a wide variety of users and projects, from individuals to large-scale enterprise operations.

- » Open Source Platform
- » Better File Validation & Automation
- » More Advanced Server Integrations
- » Many Hosting Options, Including Self-Hosting

Subversion Hosting: Options



assembla

WORKSPACES REPOSITORIES PORTFOLIO PRICING BLOG LOGIN [START TRIAL](#)

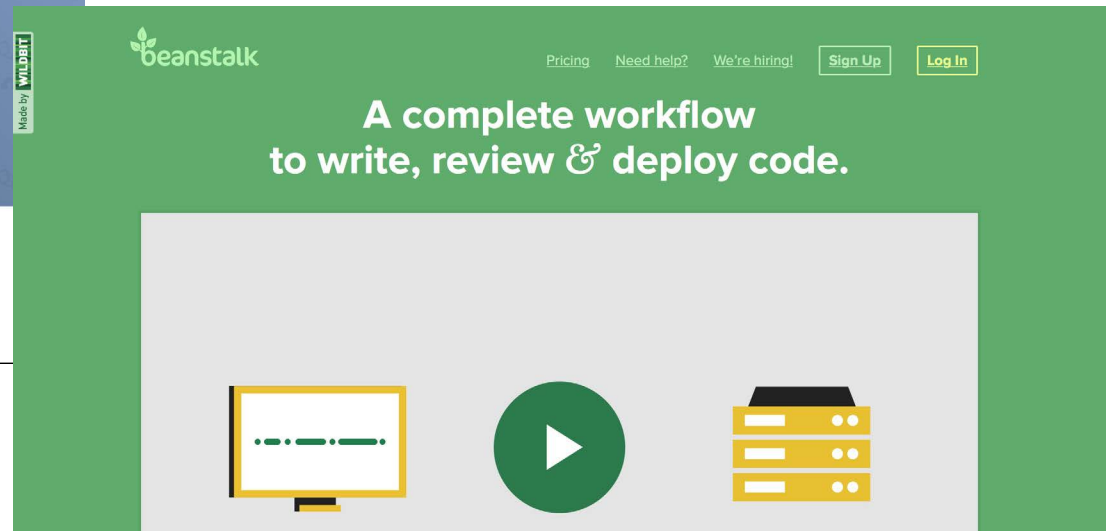
Repositories Overview Subversion Git Perforce

The world's best subversion hosting is free

Unlimited repos + unlimited users + collaborative code review + 1GB storage

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Assembla is the best Subversion host based on reliability, collaborative features, and innovation. [Sign up](#) to see why over one million users have trusted Assembla for their coding needs.

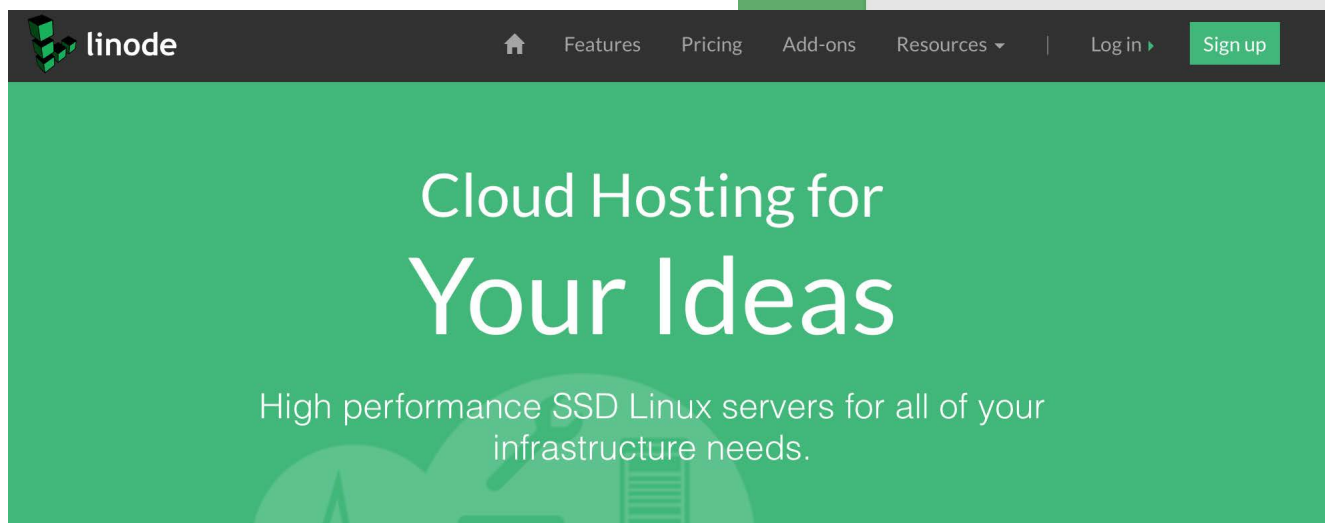



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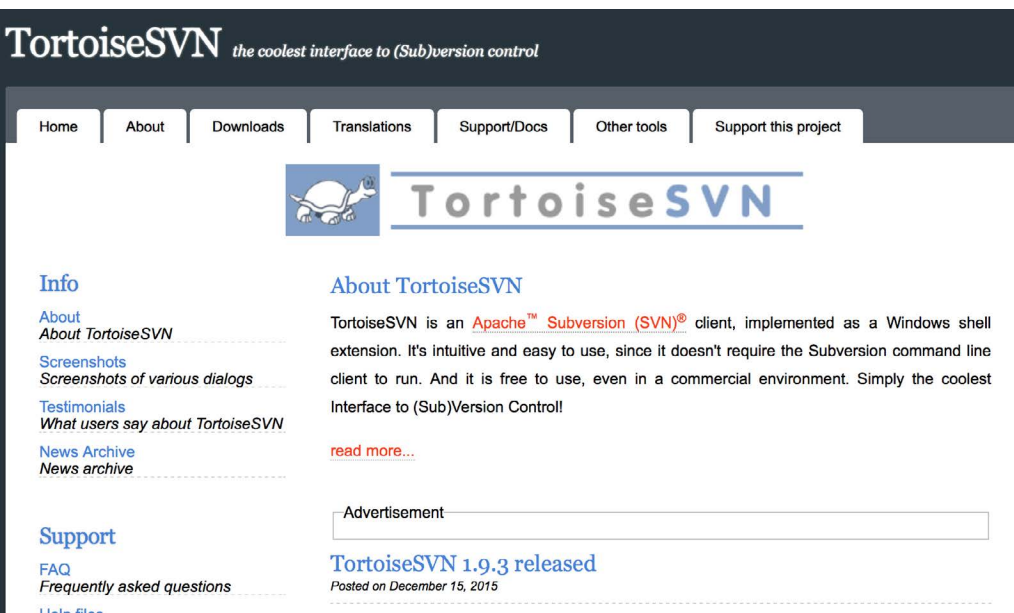
Cloud Hosting for Your Ideas

High performance SSD Linux servers for all of your infrastructure needs.

Subversion Desktop Interfaces

» Windows: TortoiseSVN
(tortoisesvn.net)

» OS X: Cornerstone
(zennaware.com)



The screenshot shows the TortoiseSVN website homepage. At the top, it says "TortoiseSVN the coolest interface to (Sub)version control". Below this is a navigation menu with links for Home, About, Downloads, Translations, Support/Docs, Other tools, and Support this project. The main content area features the TortoiseSVN logo and a section titled "About TortoiseSVN". This section describes the software as an Apache Subversion (SVN) client implemented as a Windows shell extension, highlighting its intuitive and easy-to-use nature. A "read more..." link is provided. Below the main text is an advertisement placeholder and a news item titled "TortoiseSVN 1.9.3 released" dated December 15, 2015. A sidebar on the left contains links for "Info" (About, Screenshots, Testimonials, News Archive) and "Support" (FAQ).



The screenshot shows the Cornerstone 2 website homepage. At the top, it says "zenna-ware" and has links for "store", "support", and "weblog". The main content area features a large 3D logo for Cornerstone 2, which is a stylized 'S' shape in black, yellow, and red. To the left of the logo is a quote: "Cornerstone truly is the ultimate Subversion app. I'd never use anything else." attributed to Dan Counsell, "Big Chief" of Realmac Software. Below the quote is the text "Cornerstone 2" and "The ultimate Subversion app. Only for the Mac." At the bottom, there are two buttons: "Download Now" and "Buy Now". In the bottom right corner, there is a "Download on the Mac App Store" button with the Apple logo.

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Example: ark.bookgenesispress.com

Questions and Discussion

Further Opportunities for Interaction

- » **Up-Coming Webinar:** More in-depth regarding the nuts and bolts of setting up an archive server and starting to develop your workflow around it.
- » **Forthcoming Service:** ArkPublisher.com will soon launch (currently private beta), providing an archive publishing platform at a high value for the money (i.e., a reasonable price).
- » **Custom Archive Server (Let's Talk):** This is what we do, and I would be glad to help you get going with it.

Thank You!