



# Four reasons why hubbing can transform your business





## INTRODUCTION TO HUBBING

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Using a central pool of skilled resources, or hubbing, is being seen by some publishers as a way to deliver the economies of scale they are desperately looking for to help sustain print and digital output. With significant time savings on offer and the opportunity for making additional revenue, it is an area all publishers should be considering.



Let us guide you through the key benefits we feel a hubbing workflow can deliver to magazine and newspaper publishers.

## COLLABORATION

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By working with the right technology partner, you can safely create a collaborative workflow where other publishers with surplus resources carry out tasks for you, such as subbing and ad production, that flow into your existing infrastructure.



## TIME

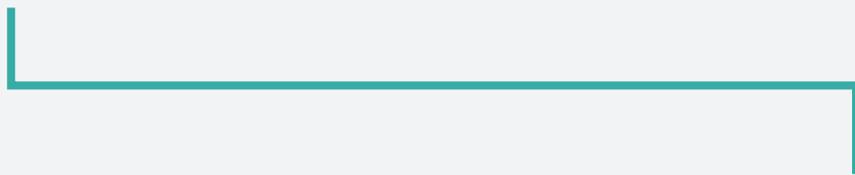
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By hubbing out elements of your workflow that can easily be done by trusted third parties, without you losing any control, buys you back time to spend in the best way for your business. One publisher references savings of 250+ man hours a week thanks to hubbing.

## CENTRALISATION

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If you are a large publisher and have staff based all over the country carrying out similar tasks, you can establish a central hub in one location. This delivers a reduction in overheads but can also put you in a position to offer these pools out to smaller publishers and generate revenue.



## PRODUCTIVITY

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By making staff more productive, they can spend time on tasks specific to their role or there can be redistribution of labour within the workflow. This offers the opportunity to add new products into the mix that can enhance the overall business offering and deliver additional revenue.



If you can see the merits  
of a hubbing workflow...

Then please contact **PCS** for a chat.

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