



## CASE STUDY



Frost & Sullivan Reduces Editing Backlog,  
Delivers Flawless Research Reports  
Thanks to Papercheck

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### Frost & Sullivan

In the 50 years since its founding, Frost & Sullivan has become a widely recognized leader in the information services and consulting industry. The company has over 40 global offices with more than 1,800 industry analysts and consultants. This team provides market, economic and technical research and consultation in 10 distinct industries for clients worldwide. In doing so, they produce over 800 in-depth research reports each year.

For Frost & Sullivan, research studies are the core of their business—and they need to communicate clearly, succinctly and flawlessly.

### The Challenge: Reduce report editing backlog—quickly

“What we don’t want to do is lose credibility with a client because we flubbed something in the details,” said Dan Goldenberg, senior vice president and global quality leader at Frost & Sullivan. Goldenberg, who is based in San Antonio, TX, is responsible for the quality of all research reports, a role he assumed a year and a half ago. When he also took over the in-house editorial team earlier this year, he decided to make some changes to the quality processes.

“Our analysts are in 22 countries, and in many of these places English is not their first language. Editing is critical,” said Goldenberg.

One of the first changes Goldenberg made was to require every report to go through the in-house editorial team.

“This drastically increased the queue. Our backlog went from two weeks to two months in a matter of weeks. We had \$30K reports sitting in a two-month backlog—not a very cost-effective situation. We had to solve the problem and we had to do it quickly,” he said.

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### Key Challenges

- Reduce in-house editorial team’s report editing backlog—and quickly
- Ensure research studies are well-written and error-free
- Manage costs and maintain quality when in-house editorial team members go on vacation, get ill or leave the firm

### Solution Summary

Research studies are the core of Frost & Sullivan’s business. They must communicate clearly, succinctly and flawlessly. When the company instituted a new editing process, the in-house editorial team’s backlog increased dramatically. Frost & Sullivan needed to get the backlog “back on track” quickly. **Papercheck** accomplished that—and much more.

### Industry

Information services and consulting

### Results

- Two-month research study editing backlog reduced—quickly and efficiently
- Tight report editing deadlines are no longer a problem
- Editing costs can be better managed—while quality is maintained

“Papercheck has given me an efficient and high-quality means to meet my editing needs. In my opinion, they’re the best option available for this type of service.”

Dan Goldenberg, Senior VP and  
Global Quality Leader, Frost & Sullivan

## **The Solution: Deploying a Virtual Editorial Team**

After concluding that they could not address the situation internally, Frost & Sullivan decided to look for an experienced outside editing services vendor. Their search led them to Papercheck.

“We knew we had to find a new approach to doing things,” said Goldenberg. To bring more staff in-house would take months. In addition, report production is cyclical, with boom and bust periods in timing around the production of studies, which would make it difficult to keep a larger staff busy all the time.

Papercheck came on board in late summer and was immediately chartered with helping Frost & Sullivan decrease the report backlog. To do so, Papercheck started editing 25–30 research reports a week, averaging 120–130 PowerPoint slides each, for upwards of 3,900 slides every week!

## **The Results**

Thanks to Papercheck, Frost & Sullivan’s backlog is now under control. “We signed on with Papercheck to help get our research report backlog back on track. But the benefits of working with an outside editing service, and Papercheck in particular, go far beyond just helping out in a pinch,” noted Goldenberg.

Beyond spelling and grammar, Papercheck checks for stylistic consistency, clarity, sentence structure, spelling, grammar and punctuation. “Their service is excellent. Their editing is first-rate. They give every document they receive the attention it needs—no matter how many we send them,” said Goldenberg.

For one thing, Goldenberg noted, he now has a virtual editorial team and a lot of flexibility. This will translate to much less stress on the in-house editorial team at the end of each quarter when “our hair is on fire writing and editing reports,” said Goldenberg. The virtual team is also a good way to manage costs and still maintain quality when in-house staffers go on vacation, get ill or leave the firm.

Papercheck will also help Frost & Sullivan meet deadlines that otherwise might be tough to meet—such as when a research report comes in to the editorial office on Friday and needs to be back to the analyst on Monday. Papercheck’s quick turnaround and 24/7 availability make any deadline doable.

“Papercheck has been a simply incredible resource,” said Goldenberg. “I never dreamed that I would feel comfortable putting our core business in an outside vendor’s hands, but I have done so, without regret.”

“Papercheck is incredibly responsive. It’s great when you have a partner you can count on. Their service is one of the few things I don’t have to worry about.”

**Dan Goldenberg, Senior VP and  
Global Quality Leader, Frost & Sullivan**

## About Frost & Sullivan

Frost & Sullivan, founded in 1961, has more than 40 global offices with over 1,800 industry consultants, market research analysts, technology analysts and economists. Its mission is to research and analyze new market opportunities for corporate growth. It is the world leader in growth consulting and the integrated areas of technology research, market research, economic research, corporate best practices, training, customer research, competitive intelligence and corporate strategy. [www.frost.com](http://www.frost.com).



## About Papercheck

Papercheck® is a San Francisco-based company that offers document editing and proofreading services to businesses large and small over the Internet ([www.papercheck.com](http://www.papercheck.com)). The firm's global network of editing and proofreading professionals delivers top-quality services at reasonable prices and with fast turnaround times.

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