

Scribendi Gets It Write With Intel

Scribendi

Case Study

Quad-Core Intel® Xeon® processor technology and Intel® Centrino® technology powered by the Intel® Core™ 2 Duo processor

Scribendi

With servers and online software powered by Intel, documents from editors and customers worldwide are handled seamlessly all day, every day.

Challenge	Provide students, authors and corporations around the world with proofreading and editing services.
Solution	Quad-Core Intel® Xeon® processor technology and Intel® Centrino® technology powered by the Intel® Core™ 2 Duo processor

Summary

Scribendi.com has written a plan for solid business growth by providing students, authors and corporations around the world with an online approach to proofreading and editing services that processes more than two million words per week. The company has built an international reputation and is able to reach new markets and offer reliable proofreading, editing and critiquing services, as well as prompt customer service, using Intel solutions in the office and on the road.

Challenge

Responding to individual and corporate needs for high quality editors to polish their work, Scribendi was founded in 1997, and hasn't looked back. During president and founder Chandra Clarke's time working for newspapers in Ontario, she had seen work come across her desk in need of quality editing.

"I was tired of seeing so many pieces come in with errors. I figured there had to be a demand for a retail editing service," she says. She noted that she started the company to supplement her freelance writing and was surprised by how quickly it took off. "There was even more of a market than I had expected."



Clarke started by advertising in Internet directories and quickly needed to add editorial staff to keep up with demands from customers in the US and Canada. The market continued to expand into the UK, and then to other Commonwealth countries. Today the market is worldwide, providing 24/7 editorial expertise for students, authors and corporations.

Writers who have found Scribendi.com have taken to the ease with which they can securely upload documents to professional editors who can turn around the work within the given deadlines.

With the company's incredible growth came the need to leverage technology to manage the workflow. Scribendi designed proprietary software to accept orders from customers, allow customers to pay securely online via credit card, and connect editors around the world to those files. The software ensures only one editor can take on a task, tracks the task in the company's financial software, and provides a centralized download location that ensures version control is maintained.

"Our system took over a lot of the administrative aspects of our business, allowing me to focus on strategy and growth," says Clarke. "It takes orders and automatically gives assignments to editors looking for projects. The system shows editors everything from word count to subject matter to deadline, and as the owner, I can check on the status of the projects at any time."

The company bills itself as a business "based entirely on Internet technology." A priority for Clarke has been to ensure a quick and simple process for editing, proofreading and critiquing. Since the company is run completely online, writers can submit their documents any time, from anywhere, and know an editor somewhere in the world will post a revised copy, by the deadline.

"Building this company was both daunting and liberating. Liberating because I found there was a market, but daunting because people are trusting you with something that is very important to them. You want to make sure you get it right," says Clarke. That need to "get it right" drove Scribendi to constantly improve on the technology it was using and to rapidly move beyond email and attachments.

"With email filters protecting people from viruses by deleting all attachments, we knew we needed to move to a secure upload and download system that allows our customers to choose when they will retrieve a project," she says.

Given its recent growth, Scribendi knew the next step was to move its software to a faster, more robust platform to allow for projected growth worldwide, and in particular the Asia-Pacific market where there is an exploding demand for English language services.

With orders reaching more than two million words a week, the need for a robust server that could quickly handle these documents became essential.



Solution

Scribendi standardized on Dell* workstations, notebooks and servers because it is easy for the company to customize the systems to exactly what it needs.

The company chose to upgrade its servers to a new Dell PE1950* server with Quad-Core Intel® Xeon® processor technology to seamlessly handle the constant influx of original documents from customers and revised documents from editors worldwide. Since the server needs to be available to both editors and customers all day, every day, Scribendi wanted a robust solution that could easily handle many different tasks simultaneously. Quad-Core processing provided by the Dell server enables Scribendi to easily handle growing demands for its service.

"Our new server has been really great. It has performed better than our old system," Clarke says. "Securely transmitting hundreds of gigabytes of documents really puts a system through its paces. We use advanced encryption including AES-256, and so the increase in processing power has halved the page load time for parts of our checkout process."

For Clarke, investing in technology lets her focus on building the business, not administration.

"Our hardware and software take care of things that would otherwise be drudge work and enables our staff to work efficiently. It allows us to offer our clients faster service, gives our clients a way to track what they've ordered, which editors they've used in the past, and it makes the whole thing easy for everyone."

- Chandra Clarke, founder and President of Scribendi.com.

Key Advantages - Reliability and Speed

The new Dell server is meeting Scribendi's needs. Despite sales having increased by 50% this year, the server is not being taxed. For Clarke, having the technology enable her business is critical to future growth, and she wants Scribendi's software to work for all customers, regardless of their experience working online.

"You have a whole range of users, people who are expert and those who have just logged on and are exploring this whole 'new' Internet thing," she says.

"I need to make sure our technology never gets in the way of giving our customers what they want. We need a system powerful enough to work when everything goes right, and when a customer makes a mistake, it has to work then too."

Editors and customers today access the same enterprise system to download or post documents. Order history, editors and deadlines are all listed there for review. As a business with editors around the globe and customers placing orders 24/7, the business needs a reliable infrastructure that ensures documents are safely routed from customer to editor and back. Since many editors are working from remote locations, Clarke notes that having a dependable system for downloading work has made it easier for everyone to get the job done.

"When you are running a business 24/7 and documents are mission critical, you need to be there on time," she says. "You can never miss a deadline because of technical glitches. You have to be reliable, so your technology has to be reliable."

Servers Speed Edits Online

When she looks back, the time savings from leveraging the technology, including the power and speed of Intel to access the Internet, is dramatic. The Scribendi approach is creating waves in an industry still relying on printed documents sent by courier. Traditionally, a document would have to be couriered, edited, then returned as a marked up galley for the next revision, which could take weeks. Now this process can be completed in hours or days, by connecting editors and authors online using Scribendi's collaboration software powered by Intel.

"Publishers have been very impressed with our system. We've been a real disruptive force in the market."

Retail customers are happy too. "Customers won't stick around if it takes a long time for things to load, so it has to be fast," Clarke says. When adding layers of security within processes such as the shopping cart function, customers need a fast response from the server. "We don't want people hanging around waiting to see if their credit card has been validated. These transactions need to move quickly."

With projected data volume growth of more than 1000% in the coming years, Clarke wanted the technological capacity for ongoing expansion without slowing response times. The new Dell servers with Quad-Core Intel® Xeon® processor technology are the right fit.

Providing multiple cores to handle all the different demands being placed on them, from the downloading of customer documents for editing, to running reports on web site performance. It has to work fast.

"We knew we needed to be able to keep up with demand, and we like to upgrade ahead of demand," says Clarke. "The upgrade to our new server was a response to that increased need, and the demands we are expecting to put on the system as we enhance our Web site, increase traffic and add more functionality."

Mobility Keeps Business on Track

Since the company is implementing a five-year growth plan, Clarke is spending more time on the road meeting with customers and prospects. With the realization that travel was going to become more regular as she worked to service a growing customer base, Clarke bought a Dell Latitude* notebook with Intel® Centrino® technology powered by the Intel® Core™ 2 Duo processor.

"I need to be in touch with the office for all kinds of day-to-day issues that require my attention or sign-off," says Clarke. "Since our system is all accessible online, I can do more than simply check my email; I am able to access the system and really see what is going on."

Additionally, Clarke takes advantage of Via Rail's* wireless connectivity to be productive while traveling on the train from her office in Chatham to Toronto, Ottawa or Montreal.

"Instead of staring out the car windshield at other drivers, I can be working on the train and more efficient with my time," she says. "The Intel® Centrino® Duo technology was a really good wireless option and

secure wireless is key when you have a business that works on tight deadlines. The reliability I get from Intel is important, and the chipset takes the additional layers of encryption required for secure remote working in its stride."

Future Uses

Ongoing growth will be a constant in Scribendi's future, and to manage that growth it is looking to expand its help desk and customer service, as well as editorial staff and human resources personnel.

The company is also looking to bring more Web 2.0 content to its site to keep on top of the latest technology while enhancing content to help customers make faster decisions when visiting.

"We're always looking for ways to make our site easier to use. Web technology has come a long way and customers expect to interact easily with you online," she says.

"The processing power of Intel systems helps us to stay ahead of the game both in terms of usability and security, and also gives us room to continually improve our internal algorithms and build advanced statistical analysis and reporting features into our business processes."

For more information on Quad-Core Intel® Xeon® processor, visit www.intel.com/quadcoreserver
Intel® Centrino® processor technology, visit www.intel.com/centrino

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