



Tansa saves Norwegian textbook publisher time and money

Doing their homework

OSLO, NORWAY

In 2006 educational textbook publisher J.W. Cappelens Forlag AS was presented with a challenge by the Norwegian government. A new national curriculum and Education Act had just been passed that revised the goals and principles of primary and lower secondary schooling for all students in Norway.

This meant that J.W. Cappelen, which recently merged with N.W. Damm & Søn AS to form one of the largest publishing houses in Scandinavia, needed to publish an entirely new catalog of their textbooks – and do it in a very short amount of time.



The editors at Cappelen Damm say that Tansa's text proofing tool "sees every fault which your own eyes can easily miss."

Two languages

Cappelen Damm AS publishes around 150 textbook titles, mostly for primary school students, ages 6–16 years old.

This project was made even more complicated because all of their Norwegian textbooks are produced in two languages – Bokmål, the traditional form of written Norwegian, and Nynorsk, literally "New Norwegian".

The managers of Cappelen Damm decided to look for editing and production tools that might help them meet these new deadlines. It was then that they discovered the Tansa Text Proofing System. "It was a workflow decision," said Thor Jørgen Kristiansen.

A complex workflow

At Cappelen Damm, the text for most of their books is written by outside contributors. The consulting editors at Cappelen Damm receive the articles, combine them and organize them into the chapters of the book. Then, after an extensive editing process that includes a dialog between the Cappelen Damm editors and the outside contributors, the text is sent to external proofreaders to do copy editing and fact checking.

However, the managers at Cappelen Damm believed the external proofreaders were creating a bottleneck. They were spending too much time fixing basic spelling and usage errors – and this was costing the company too much money. They believed that Tansa could help fix this problem and help them produce the new editions in time for the start of the 2006 school year.

So they quickly placed an order for the software and got it up and running. The consulting editors now run Tansa on the text before they send it to the external proofreaders, which allows the external proofreaders to focus on the content.

Cappelen Damm

Norway's oldest publishing house, J.W. Cappelens Forlag AS, was founded in 1829. N.W. Damm & Søn AS was founded in 1843, and is fully owned by Egmont. The two companies merged in late 2007. The combined operation publishes books in all genres from schoolbooks to literary fiction, and is one of the largest publishers of textbooks in the education market. The company also runs a series of book clubs and publishes several magazines. It releases over 1,000 new titles annually and, with a revenue exceeding NOK 600 million, commands a solid position in the Norwegian publishing world.

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► Different spelling and usage

Consulting Editor Dyveke Eriksen does production preparation work for Nynorsk textbooks, while Consulting Editor Linda Hagen handles the Bokmål titles. At Cappelen Damm, the Tansa software helps the editors apply consistent spelling and usage rules for the two languages.

“It sees every fault which your own eyes can easily miss,” Eriksen said. “It is easy to use the software interface.”

Eriksen also appreciates the way that the Tansa interface gives her an overview of all corrections in a document. She explains that, since they have many authors for one textbook title, they receive several Microsoft Word files that are combined into one large Word file. In the past it was difficult to remember a correction made at the beginning of the file when they came to the end. Tansa eliminates this problem.

Hagen said she finds the way it handles names especially useful. “You get them together in the same list, like a summary,” she said.

The bottom line for Cappelen Damm is the increased efficiency they get by using Tansa. “With Tansa, the external proofreaders can focus better on the content,” said Kristiansen.

Kristiansen says that Tansa has saved Cappelen Damm money by reducing the number of hours billed by the external proofreaders.

“Using Tansa takes less time and costs less money,” said Kristiansen. “It speeds up the process. The proofreaders can focus on the content. The result, I think, is a better product in the end.”



Cappelen Damm is one of the largest textbook publishers in Norway. Tansa's text proofing tools allow their proofreaders to focus on the content.

About Tansa Systems

Since 1995, Tansa Systems AS has delivered enterprise text proofing and hyphenation tools to media companies, large corporations, non-profit organizations and government agencies. Tansa has built its reputation by enabling these groups to reduce the number of typographical and grammatical errors in their printed and electronic documents, and to improve the overall efficiency of their content creation process. Today, Tansa has customers in Asia, Australia, Europe, North America and South America.

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