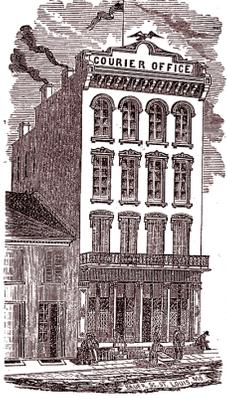


## SERVICES: OUTSOURCING

### ALTON COURIER STEAM Book and Job Printing Office, STATE STREET, OPPOSITE THIRD.



THE LARGEST AND BEST  
ESTABLISHMENT IN THE  
WEST!

BOOKS, PERIODICALS,  
PAMPHLETS,  
BILLS OF LADING,  
CIRCULARS,  
POSTERS,  
And every description of  
BLANK WORK,  
Printed in a superior manner,  
and in the shortest possible time.

We are now constantly running  
three of R. Hoe & Co.'s justly  
celebrated CYLINDER PRESSES;  
also, one of GORDON'S  
FIRE-FLY CARD PRESSES,  
Which Feeds, Prints, Cuts, and  
Counts its Cards at the Rate of  
**10,000 PER HOUR!**  
AT PRICES VARYING FROM  
**\$1 25 to \$7 50  
PER THOUSAND.**

All descriptions of  
**COMMERCIAL AND LEGAL BLANKS,**  
Constantly on hand and for sale.

Orders respectfully solicited, and promptly attended to.

*In 1947, we established one of the first microfiche imaging production facilities in the United States, making the new imaging method widely available for the first time. Ever since, Northern Micrographics has specialized in developing new solutions for both preservation and access.*

*Applying our broad experience, we consult with clients and make thoughtful recommendations based on their priorities. We offer a wide range of preservation services and software including microfilming, digital archiving, metadata creation, search and distribution of images, text and audio.*

You've identified a need to digitize materials. Now you're wondering if you should complete the project in-house or outsource it. What are the advantages and disadvantages of each method?

### Why In-House?

Completing the entire project in-house will keep you in complete control as well as provide an opportunity to learn digital preservation techniques thoroughly and prepare for other projects. However, the lack of appropriate scanning equipment and experienced staff may make in-house projects difficult – and costly – to complete.

Some drawbacks include:

- Large financial investment in equipment (scanner, computer and software) and staff
- Extensive time needed to develop the required technical infrastructure and the imaging process procedures
- Limited production capacity leading to longer project completion times
- Project management expertise not always available
- Cost of ongoing fixed expenses.

### Why Outsource?

Choosing to outsource means you're no longer in complete control of the project. You'll need to rely on the vendor and trust that the vendor will complete the job satisfactorily and on time. Communication with the vendor is key to ensure production, quality, security, handling, and transportation issues are handled appropriately.

The cost of completing a project by using a vendor is typically lower than completing a project

From *Directory, Business Mirror, and Historical Sketches of Randolph County, Illinois, 1859.*  
Scanned from a disbound book for the  
Brookhaven Press County History Collection.

*What do you know worth saving?*

www.normicro.com



800.236.0850

**Northern Micrographics**

### Cost Comparison

In-House	
Timeline	3 months
Staff – scanning (\$20/hr)	\$10,000
Equipment	\$2,000
<b>Total Cost</b>	<b>\$12,000</b>

Outsourcing	
Timeline	1.5 months
Scanning	\$2,200
Staff	\$0
Equipment	\$0
<b>Total Cost</b>	<b>\$2,200</b>

entirely in-house. Outsourcing also means you do not have to:

- Devote space to complete current and future projects
- Purchase dedicated hardware and software
- Deal with the hiring, training and management of scanning staff
- Cope with equipment maintenance, downtime, adherence to standards and other production issues

### What are the Costs?

How do your costs compare if the project were completed in-house versus outsourcing? Let's take a look at a project that converts 10,000 black and white city directory pages (8.5" x 11") to TIFF images.

Let's assume you can devote one staff member for 6 hours on this project per day. Depending on the speed of the scanner and the operator, he/she could scan an average of 20 images per hour. Other tasks may include file name and metadata creation and, potentially, post processing procedures (deskewing, cropping, derivative creation, etc.). Based on these assumptions, this project would cost approximately \$12,000. The use of volunteers could help reduce staffing costs; however, you will spend more time training and managing the volunteer staff.

Outsourcing the project may result in substantial savings. Based on typical vendor turnaround and prevailing market pricing, the same project could be completed for approximately one fifth the cost of performing the work in-house.

Outsourcing can save you money and provide you with excellent results – results that you may not achieve if you complete the project in-house.

### Why Northern Micrographics

Since 1947, Northern Micrographics has provided imaging services to customers in academic, commercial and industrial markets. Our knowledge of imaging is based on 50 years of experience – creating new methods and enhancing older methods.

We can scan bound and disbound volumes as well as microfilm and microfiche. We can scan bitone, grayscale, and color. We provide a host of post processing services such as deskewing, cropping, image zoning and OCRing. We can provide the scans in a variety of formats on and an external hard drive or printed on acid-free paper and bound in our in-house bindery.

Additionally, Northern Micrographics can help customers with indexing, metadata development, content management software and hosting.

When you think of outsourcing, call Northern Micrographics. We can help

© 2016 NMT Corporation. All Rights Reserved. All brand names are trademarks or registered trademarks of their respective owners

*What do you know worth saving?*

www.normicro.com



800.236.0850

**Northern Micrographics**