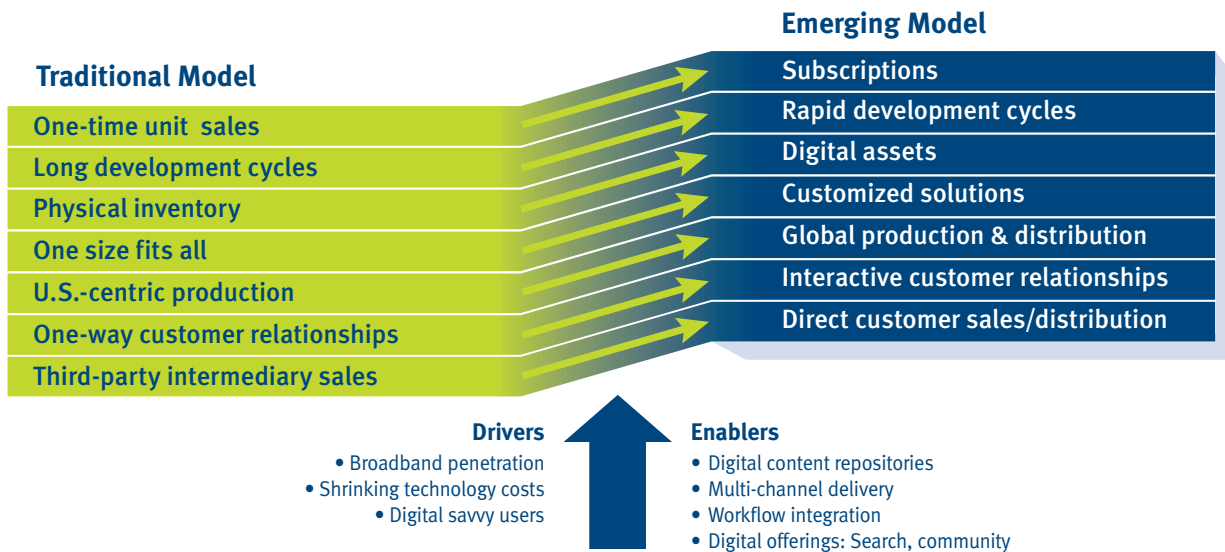


HOW TECHNOLOGY IS CHANGING THE MARKETPLACE



Technology is transforming the world of information. The emerging model is dynamic, interactive, and global. In the digital marketplace, MHP is finding new ways to monetize content and improve operating efficiency. As more customers increase their usage of company websites, MHP is expanding its network capacity. Some measures of growth in the last three years: 1,300% increase in the consumption of bandwidth; 177% increase in deployment of servers; 645% increase in consumption of storage; and 263% increase in the number of websites.

CREATING NEW OPERATIONAL LEVERAGE

Digital asset management is a key to improving operating leverage for The McGraw-Hill Companies. At McGraw-Hill Education and Information & Media, a new digital workflow system is fundamentally changing how products are produced. Replacing a manual step-by-step process with technology facilitates collaboration and improves productivity. Simultaneous real-time access during the editorial, design, and production cycle saves time and streamlines the management of digital content. Transmitting digits instead of shipping manuscripts is the key to optimizing low-cost solutions with off-shore suppliers. A new workflow portal is also streamlining the decision-making process for analysts in Financial Services. Ratings Gateway provides fast and easy access to news on companies, industries and markets, ratings criteria, tools for modeling, previously published content, documents and scheduling priorities.

MCGRAW-HILL EDUCATION

Digital workflow enables seamless collaboration between domestic and off-shore editorial, design, and production teams.

- Manuscript/Content Editing**  
(Columbus, OH; Boulder, CO)  
Check manuscript into workflow; revise manuscript
- Design**  
(Woodland Hills, CA)  
Access manuscript; create, approve and post prototypes and page layout templates
- Art & Photo Selection**  
(New York, NY)  
Post images for editor's selection and approval
- Composition**  
(New Delhi, India)  
Vendors access manuscript, images, and production-ready template to build pages



**Printing**  
(China, Mexico, and U.S.)  
Vendors access press files and print books

**Pre-Press**  
(Multiple vendors worldwide)  
Vendors download files and do pre-press work

**Copy Editing/Proofreading**  
(Columbus, OH; Chicago, IL)  
Review finished pages; consult with editors, designers

Note: Locations shown in diagram at right are a representative sample

INFORMATION & MEDIA

The digital workflow system adopted by McGraw-Hill Education is now used by *BusinessWeek* and will be installed at other Information & Media publications.



FINANCIAL SERVICES

To improve productivity, S&P has developed a workflow portal that aggregates in one place the critical information credit rating analysts need to help in their decision-making process. As a result, Ratings Gateway will enable S&P to respond quickly to changing conditions by:

- Eliminating time to access content, applications, and data
- Providing forward-looking views of compliance data
- Providing a standardized, accessible toolset
- Highlighting data accuracy issues
- Increasing analytical excellence
- Enabling regulatory compliance

