

# **Press Release: OKS Group and Superior Media Solutions Announce Strategic Partnership in Content Solutions**

**Bala Cynwyd, PA and Cherry Hill, NJ – February 4, 2015:** OKS Group and Superior Media Solutions (SMS) announced a strategic partnership to provide comprehensive content solutions that empower publishers and media companies to effectively monetize digital content through multiple media channels.

The partnership expands technologies and services to support the entire end-to-end process for creating and publishing content. This includes tools and processes for comprehensive content, learning, and workflow management, including authoring, editing, content sourcing and compilation, content database management, XML coding, digital file production, social media optimization, and app development.

Working from one content repository, SMS and OKS Group can help publishers implement efficient, collaborative processes that lower the cost of production, while reaching audiences across all media platforms – increasing brand awareness and driving new revenue.

According to Robert Brai, Chief Operating Officer at Superior Media Solutions, “For SMS, the partnership with OKS Group allows us to build on our range of technology solutions, adding an impressive variety of content services, from editorial and content creation to full service production and delivery. They also have the manpower to scale up our approach, and to assist publishers at any stage of the content cycle.”

Robert J. Mannarino, Chairman and Operating Partner at OKS Group, said the partnership gives OKS Group a greater ability to help clients increase revenue. “Superior Media Solutions gives publishers the full range of integrated technologies to get the most value from their content, and the efficiency to keep costs low. Combined with OKS Group’s flexible content creation and management capabilities, the partnership takes us to the next level in terms of offering complete content solutions for our customers that help them maximize revenue from their content.”

Starting with authoring, the SMS/OKS solution structures content at the earliest stage, enhancing content utility value, and creating economies throughout the processes that follow. Publishers can utilize a wide range of content development services, with all key stakeholders able to interact within a centralized collaborative environment.

Content can be enhanced to maximize revenue at any point in the process in many ways including: adding metadata, creating graphics and ads, improving designs, adding interactive elements, creating apps or elearning modules, and integrating with social media.

Most importantly, solutions are tailored to each publisher’s unique requirements, and can enable publishers involved in education, magazines, directories, and corporate communications to affordably maximize the use of their content.

### **About Superior Media Solutions**

SMS provides access to leading technologies you need to affordably maximize the use of your content to multiple channels. Our clients hire us for our experience, affordability, web based solutions and ease of implementation. Using our

solutions, our clients reduce their costs and increase their revenue opportunities.

For more information, visit [www.SuperiorMediaSolutions.net](http://www.SuperiorMediaSolutions.net)

### **About OKS Group**

Founded in 1985, OKS Group provides comprehensive outsourcing solutions to some of the world's largest and most demanding companies, helping customers build sustainable business models that enhance competitiveness, profitability, and growth. Our consultative approach relies on technology-enabled process re-engineering, highly skilled resources, and an unwavering commitment to client service.

For more information, visit [www.oksgroup.com](http://www.oksgroup.com)

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