



Publishing Capability Brief



About Enex Testlab

For over fifteen years the Enex TestLab has been producing content for publication on a monthly basis. With a heritage stemming directly from RMIT University, Enex’s expertise reaches far beyond media publication. We also provide high quality, independent testing services to government and corporate clients internationally.

Beyond publishing, our real world experience testing and reporting on products that range from the consumer level right through to enterprise systems, brings additional benefit to any of our published work. Enex TestLab is able to maintain absolutely state-of-art test facilities and expert staff across a diverse range of government, corporate and academic fields.

Your options: Freelancers, Syndication, Staff Writers or Enex TestLab!

The three methods typically used by publishers to obtain content are:

Freelancers

Freelancers generally charge per-word so the temptation for them will always be to simply regurgitate press releases, technical specs and marketing material. Freelancers rarely do additional product photography; they simply don’t have the required skills, studio or equipment.

Freelancers typically work from home so often lack sufficient resources, equipment, skills or the experience necessary for any kind of authoritative high-quality testing.

Syndication

News feeds and product “first looks” that come from syndicated sources are acceptable as “filler” content, but are certainly not acceptable as a centre piece articles.

Staff writers and (publisher owned) “test labs”

Staffing and maintaining your own internal lab can be expensive. In addition to the space and infrastructure required to test products properly, such writers may not hold suitable qualifications or be experienced test engineers.

Despite the very best intentions a staff writer or internal “test lab” cannot be truly independent for your audience. It cannot guarantee a robust, scientific, reproducible and independent test.

Then there is ... Enex TestLab

ten key benefits

Ten key benefits a publisher derives from using Enex TestLab as an independent, trusted, reputable third party to produce publishable tests and content for their titles are:

Editorial Integrity and Independence

One step removed from the publication, using Enex TestLab adds to the credibility of the title and the article.

Accuracy

Test results are rigorous, accurate, scientific and most importantly “real world”.

Proven Reliability

In both the way tests are undertaken and in our ability to consistently deliver month after month against tight editorial deadlines.

Experience

We are a complete test lab whose experience only begins with testing for media publication. We offer experience and qualifications that no publisher or small scale lab can possibly maintain.

Relationships

We maintain access to all vendors and their products. Over fifteen years of publication, Enex TestLab has developed an outstanding reputation and relationship with all vendors and technologies across the world.

End-to-End Service

Enex TestLab provides an end-to-end content creation solution for technology publishers. Beyond your initial brief and deadline, we are a one-stop-shop!

Return on Investment

Enex TestLab works with publishers to create “value add” for their publications. We have often run testing workshops or appeared at trade shows to provide live demonstrations.

Quality

Enex TestLab is an ISO 9001:2000 quality certified company dedicated to continual improvement of its business systems and procedures. Enex TestLab also maintains ISO 17025:2005 test laboratory specific accreditation which demands exceptionally rigorous testing methodology and procedures that few ICT testing organisations are able to provide.

International Lab

We are global. Enex is contracted on projects in the US, UK and Asia.

Simple Management, Lower Risk and No Headaches!

Our emphasis on relationship means that with Enex TestLab, ongoing contracts can be arranged to take the monthly worry out of sourcing content for your titles. Simply negotiate your topics lists and we do the rest - high quality, cost effective, independent and on time.

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