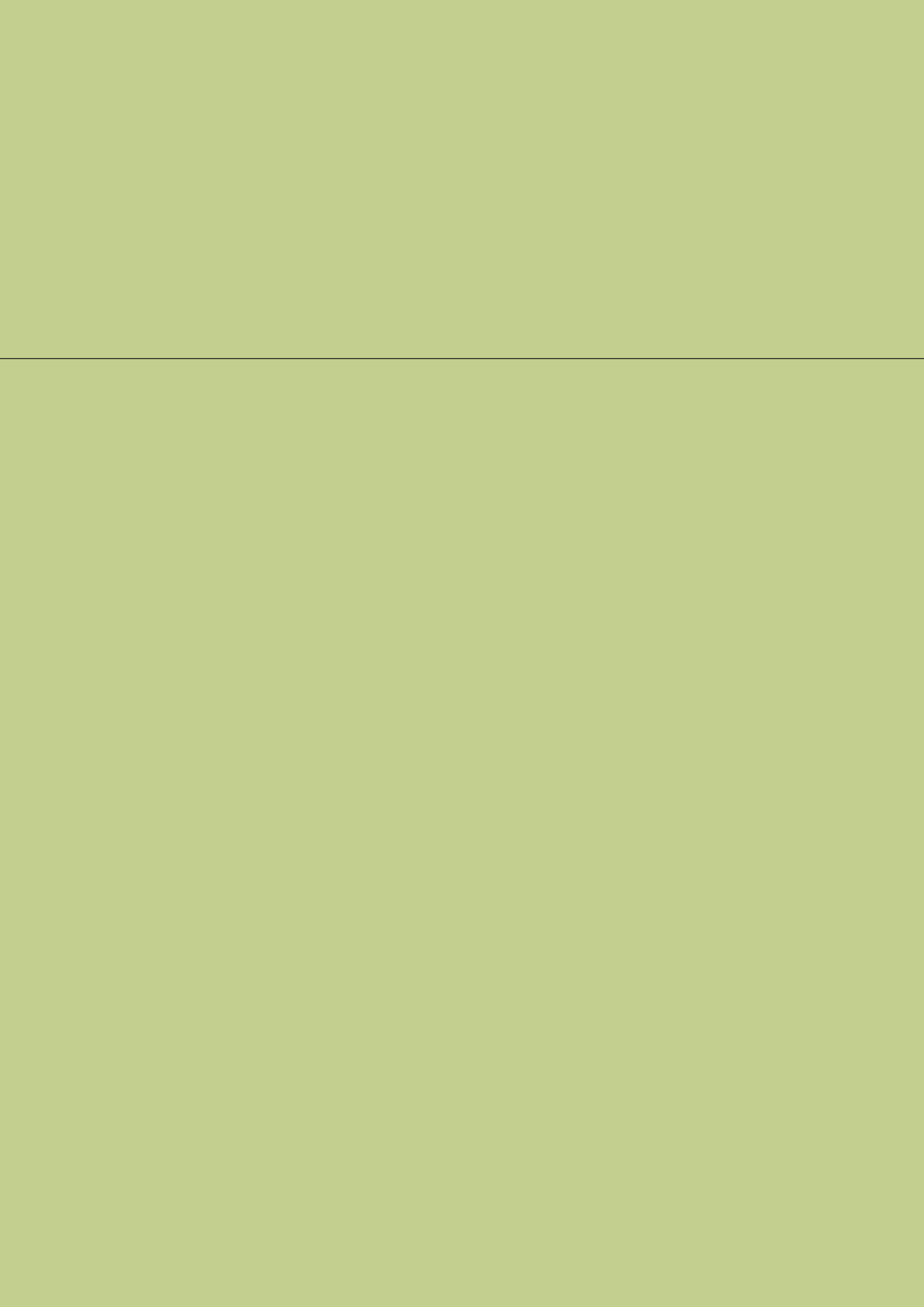


ENEX TESTLAB  
PUBLISHING CAPABILITY STATEMENT

ENEX MEDIA & COMMUNICATIONS DIVISION


testlab  
an enex enterprise





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Enex TestLab has achieved an enviable reputation drawing on decades of independent ICT product testing.

Since 1989 the TestLab has been producing content for publication on a monthly basis. With a heritage stemming directly from RMIT University, Enex TestLab's expertise reaches far beyond media publication. We provide high quality, independent testing services to government and corporate clients internationally.

We fiercely protect our reputation by maintaining rigorous and ongoing high-quality procedures. Enex is an ISO 9001:2000 quality endorsed company. And a ISO17025:2005 accredited test laboratory.

Beyond publishing, our real world experience testing and reporting on products that range from the consumer 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.

Enex TestLab's experience ranges from hardware and software testing to security and physical testing, from media and communications to design and usability testing. We have a demonstrated track record of independence and quality. Literally anything can be tested by Enex TestLab, from consumer electronics right through to enterprise and carrier grade technologies.

# content creation

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

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

## Freelancers

The great benefit of a freelance writer is that they are a commodity. Readily available, the freelancer is often employed to avoid the ongoing overhead of contracting a full-time writer.

Freelancers generally charge per-word so the temptation for them will always be to simply regurgitate press releases, technical specs and marketing material. A few thousand words can quickly be produced in this way so unless your freelancer is reliable and trustworthy, a per-word rate becomes very poor value. Generally freelancers will not do any additional product photography; they simply don't have the required skills, studio or equipment.

When testing products a freelancer will typically work from home without sufficient resources, equipment, skills or experience necessary for high quality testing.

Freelancers will regularly submit similar or rehashed articles to multiple publishers, diluting the value of the content to the publisher.

## Syndication

News feeds and product "first looks" that come from syndicated sources are generally acceptable as "filler" content, but are certainly not acceptable as a centrepiece articles.

Syndicated work is also usually published multiple times by various subscribers, so does not differentiate your product from any other.

## Staff writers and internal (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 cannot be truly independent for your audience. It cannot guarantee a robust, scientific, reproducible and independent test.

# benefits publishing enex testlab content

## 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, publishers find that 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”. They are not simply based on a vendor’s marketing statements or internal testing. We develop our own wholly independent methodologies.

### Reliability

In both the way tests are undertaken (simultaneously, ensuring against possible anomalies) and in our ability to consistently deliver content month after month against tight editorial deadlines set by publishers (proven by our 15 year track record).

### Experience

Unlike other labs, we are much more than a resource for content. We are a complete test lab whose experience only begins with testing for media publication and extends to government and corporate clients. We offer experience and qualifications that no publisher or small scale lab can possibly maintain. Our clients regularly spend millions of dollars on technology purchases, their decisions are based on the tests and reports that we provide. We are trusted to provide high quality, independent, rigorous and scientific testing.

### Relationships

Enex maintains 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. This enables the lab staff to maintain cutting edge technical expertise in the latest products and technology as it emerges. We are often employed on projects determining the future development of technologies, standards and platforms. Vendors confidently send the TestLab products that are still in prototype stage or share confidential details of future products under disclosure embargo.

1.

2.

3.

4.

5.

# benefits publishing enex testlab content



6.

## End-to-End Service

Enex TestLab provides an end-to-end content creation solution for technology publishers. From market research, sourcing and managing product deliveries with vendors, to the testing and editorial content itself, we offer the complete service. This also includes studio photography, detailed product feature tables or evaluation tables, suitable sidebars and so on. Beyond your initial brief and deadline, we are a one-stop-shop!

7.

## Return on Investment

Enex TestLab is happy to work with publishers to create “value add” for their publications. We have often run testing workshops or appeared at trade shows to provide live demonstrations. There are also other opportunities in custom publishing that the TestLab has undertaken with publishers in the past. Enex TestLab can tailor its style of content for your audience, from the novice end-user right through to an expert technical officer. Enex TestLab will distribute suitable titles directly to its client base whenever they perform business relationship and development trips. This can dramatically broaden the sphere and reputation of your title, and introduce your product to key contacts.

8.

## 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 the ISO 17025:2005 test laboratory accreditation which demands exceptionally rigorous testing methodology and procedures that few ICT testing organisations are able to provide.

9.

## International Lab

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

10.

## Simple Management, Lower Risk and No Headaches!

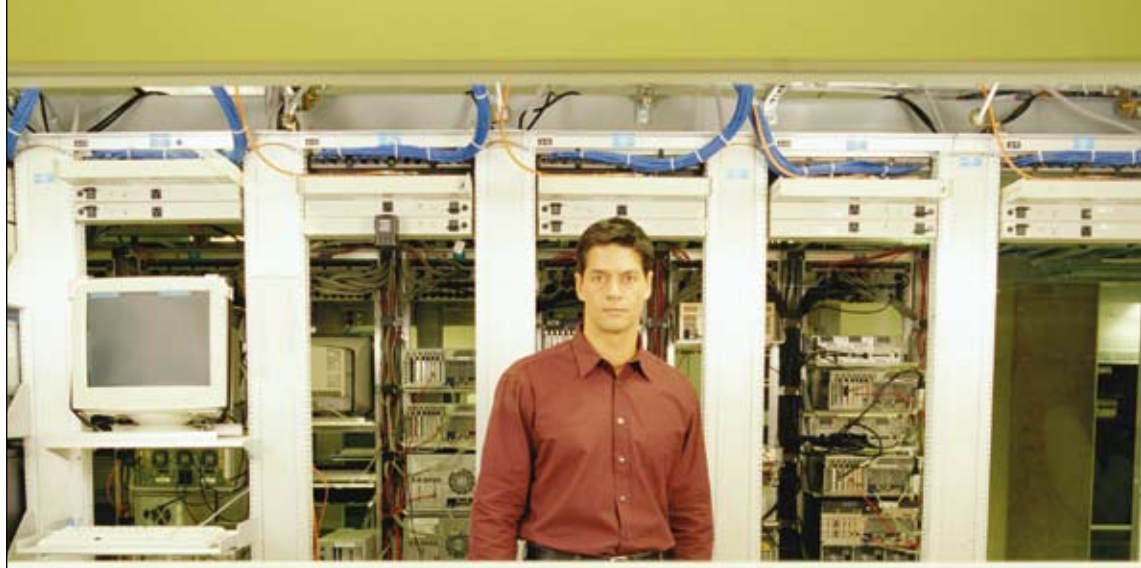
Our emphasis on relationship means that with Enex TestLab, ongoing contracts can be arranged to take the monthly worry out of sourcing content for your titles. No more panic about deadlines being missed, no risk from non-credible sources delivering re-hashed press releases or incorrect test results. Simply provide us with your topics or features list and we do the rest, high quality, cost effective, independent and on time.

Service Matrix of content sources

	Freelance	Syndication	Editorial Staff	Enex TestLab
Editorial integrity	?	?	?	✓
Editorial independence	?	?	?	✓
Accuracy in testing	x	?	?	✓
Reliability in testing	x	?	?	✓
Deadline reliability	✓	✓	✓	✓
Experienced writing	✓	✓	✓	✓
Experienced testing	x	?	?	✓
Real world testing	x	x	x	✓
Vendor relationships	x	?	?	✓
Technical expertise	?	?	?	✓
End-to-end delivery	x	✓	?	✓
Return on investment	✓	?	?	✓
Quality controlled	x	?	?	✓
International benefits	x	✓	x	✓
Simple for publishers	?	✓	?	✓

Fig 1. Shows the relationship between content sources and the service/benefits to publishers. Based on over fifteen years of experience with content creation for publishers by Enex TestLab.

# costs



## The number one concern for publishers meeting Enex TestLab for the first time is cost.

A significant proportion of the lab's revenue actually comes from government and corporate projects. This enables us to maintain our state of the art facilities and highly qualified staff, and remain in publishing - a passion for our business.

Careful planning ensures that the work we perform for our other clients subsidises the costs of our publishing interest. We are able to offer rates which are uniquely attractive to publishers.

### Our research shows:

Freelance writers provide a general benchmark for the cost of content to publishers. They are usually journalistically trained and may have a moderate technical background but are rarely trained and experienced test engineers (or photographers).

Working individually, they simply don't have the expertise or facilities to perform rigorous, accurate, scientific testing of even basic technology, let alone for what Enex TestLab is capable. A freelancer's focus will always be writing for publication, so they bring little real world experience. The adage

is very apt.

*"you get what you pay for"*

Syndication is often accepted as the cheapest level of content acquisition, however, its appearance in other media cannot be controlled by the publisher. This severely dilutes its value.

Staff writers come with associated HR overheads, and costs such as office facilities, insurance and so on should be considered.

If testing is performed in-house, training expenses, the cost of the lab and testing equipment needs to be factored in as well (not to mention maintaining and updating that equipment). If photography is handled by the publisher it adds further expenses, studio space, equipment and time to the process.

Compared to each of these, Enex TestLab emerges as not only the best, most dependable and credible source of content but also the most valuable overall.

We are demonstrably cheaper than running an internal lab, remain competitive with freelance options yet bring a far more valuable proposition in terms of capability, experience, resources, qualifications and facilities.



# costs

Our entire offering enables unique value to be achieved. Enex TestLab:

- Negotiates with every vendor to ensure that products are tested simultaneously in scientific conditions

- Creates rigorous test methodologies or updates existing methodologies to suit the newest technology

- Sets up the test rig, often involving specialist test equipment and/or test software (not to mention the associated hardware necessary to run most technologies)

- Set up the vendors' equipment or software application to be tested (generally between two and 18 products per review)

- Execute the tests scientifically (usually multiple runs to produce a set of averaged data)

  - Collect the test data

  - Analyse draft test data

- Re-run tests if there are any anomalies and/or rework the test methodologies

  - Analyse the final test data

  - Create the graphs/charts

  - Report on the results

- Create the review content (typically between 4000-6000 words)

  - Shoot the product photos

All this is performed within editorial deadlines, (generally over three or four weeks). A freelance writer may manage a cursory 4000 or 5000 word review in just two or three days, whereas Enex commits up to three weeks to establish an accurate, reliable, scientific test and write up the review/feature. The overall results will be far more credible, less subjective and carry much more value to your audience.

As you can imagine, to deliver this level of professional service on time involves a large and expert team. Enex contract full time and part time staff who are all technical experts in their respective specialty areas. Each has proven experience producing interesting and coherent reviews, often on complex technologies, all of which is available publicly for critique.

Consider that each of these factors are fundamental to a world class review, this kind of value proposition in an end-to-end fixed price contract is only offered by Enex TestLab.

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