

Creating a Localized and Country-Specific eBook Delivery Solution

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Of late, advancements in digital technology have brought about radical changes in the education sector. Physical books are rapidly being replaced with eBooks and online content. The brick-mortar lecture rooms are not the only place where learning happens and exams and assessments are taken, they can happen online too. Online courseware however, needs to adapt to local needs to expand the global reach. Content needs to be tailor-made to geography specific cultures and needs, delivered in local language using local currencies. Moreover, the delivery platforms must enable local admins to maintain it. And all this should happen without compromising the quality of content and its delivery, accessibility and search ability.

Client Profile

A leading provider of scientific, technical, and medical information (STM), which aims to build a country-specific eBook delivery solution by using a common platform for its institutional and retail users.

- The client is a global information publishing and analytics company that helps institutions and professionals to progress science, advance healthcare and improve performance
- They have partnered with the scholarly community for 140 years to curate and verify knowledge
- Their article output account for 18% of global research output while garnering a 25% share of citations

Requirement

The client wanted to build a single eBook delivery solution with enhanced content and assessment solution for researchers that can be localized across the globe so as to expand and strengthen their global presence.

They needed a single solution that must provide three modules – eBook delivery platform for reading, enhanced content solution for research purposes, and assessment solution for effective learning. The solution needed to be robust and proven that would deliver their eBooks online and offline on all user devices and must support both B2C and B2B model to ensure delivery to their institutional and retail users.

They have presence in multiple countries and would like to expand their reach through global contracts and strengthen their presence by localizing the content and its delivery. So a single solution must support localized and country-specific implementation and delivery including-

- **Localization of Portals** : local language of content and local currencies
- **Localization of Content** : geography-specific content
- **Localization of Back-office** : easy to use back-office for local admins to manage

Impelsys' Solution

Powered by its award-winning eBook delivery platform, iPC Scholar, Impelsys built an eLibrary for the client, which hosts an extensive range of STM (Scientific, Technical and Medical) eBooks and other content including Netter Reference and several case studies. The online library allows end user to access the entire collection of titles through purchase, subscriptions and renewals. It also ensures an exciting reading experience with richer, integrated, and interactive content.

Impelsys collaborated and partnered with the client throughout the course of this project. The key drivers and levers of successful implementation were identified upfront along with the metrics to measure success. As the client expanded into new markets, Impelsys was involved in customization and localization of the solution at each stage, from studying the geo-cultural differences and nuances to design, implementation and deployment. This engagement brings out the value of long-term relationships that define businesses.

Benefits

The STM giant was able to expand its global reach by acting local in each geographical market powered by localized portal, content, and back-end with multiple modules, all built on Impelsys' award-winning eBook delivery infrastructure solution.

As of today, Impelsys has built portals that cater to audiences in the UK, Germany, Spain, France, Brazil, Poland, South Africa and APAC. This engagement brings out the value of long-term relationships that define business growth



For details, email us: marketing@impelsys.com or visit: www.impelsys.com