

Establishing a Dedicated and Topical eBook Delivery Platform for IT Professionals in Healthcare

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Advancement in digital technology has brought several fundamental changes in the way IT professionals learn, consume, and share knowledge. While the online content delivery is gaining prominence, there is valuable but old format content that needs to be digitized and delivered across the digital platforms. The educational and scholarly content collections like journals, articles, etc. are no different. The content that is easily accessible and searchable is preferred as they are mobile-friendly, can be easily purchased or subscribed and can be read both online and offline on multiple devices anytime and anywhere.

Client Profile

A US-based not-for-profit organization that applies information technology and use management systems to improve quality, safety, affordability, and accessibility to healthcare by contributing to policymaking, and professional development and providing thought leadership. It wanted a system and a platform that would help its professionals to stay on top of cutting edge technology and standards.

Requirement

The client wanted to offer eBook counterparts of their print books on a dedicated eBook store for the B2B as well as B2C sales models to give easy access to all publications both online and offline for its members across the organization and help professionals stay up-to-date.

Impelsys' Solution

Impelsys leveraged its experience in content engineering to convert client's print books to eBooks and used iPC Scholar to develop a branded portal where the client can host their eBooks and put them up for both the B2B and B2C models. The portal also enabled flexible institutional authentication options using IP ranges, referral URL, library card, Athens, and Shibboleth. Apart from this, Impelsys' dedicated team also provided Institutional sales assistance to the client.

Benefits

- The client now has a single platform for both the retail and institutional sales of eBooks which allows all the members of the client to have personalized bookshelves
- It also allows the client to add new eBooks regularly to their catalog
- Impelsys' eBook store built on iPC Scholar enabled the client to offer several special features to its clients and members like-
 - Online and Offline reading
 - Powerful search function to easily locate a content
 - Flexible institutional authentication options
- Impelsys also supported administrative activities through a robust back-office



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