

Case Study



Spreading Knowledge Through Technology

Providing a Branded eBook Delivery Portal with a Robust Search Engine for Institutional Customers

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Going digital with the educational and learning content like eBooks is a win-win situation for all of late. For educational institutes, it makes updates, maintenance, purchase, and subscriptions easier. For educators, it can be a great aid to transmit knowledge and for students, it makes learning easy and fun. Publishers on the other hand can take these benefits to their institutional customers with their eBook delivery portal and expand their market as well as consolidate existing relationships. Producing new content and scaling up with an increase in demand both become more cost-effective and they can pass on some of these cost savings to their customers which can help expand their market even further.

Client Profile

A leading publisher of educational materials for schools and libraries wanted to have a branded portal on which they could take their offerings online to give their customers a complete digital experience in learning and education.

Requirement

The client wanted to build a branded portal for eBook delivery with a robust Search Engine that they could take to their institutional customers and help them help their end-consumers in facilitating smooth and seamless delivery of education.

Impelsys' Solution

In the first phase, Impelsys finalized the requirement specifications. Powered by its award-winning eBook delivery platform, iPC Scholar, Impelsys built a branded institutional platform with enhanced search features for the client.

The Boolean search mode was used in which the words are searched as they are typed. The search engine also supported Plural searches so that end-users can use Wild Cards and logical operators like AND, OR, etc., to put filters and constraints on search results.

The portal was developed with a well-organized faceting and advance filter features for better browsing experience through myriad subjects, topics, articles, and titles. The portal also included a sales representative management module which helped the client in taking their product to institutions for their students' use.

Benefits

- The client was able to expand its market by taking their branded institutional eBook delivery portal to prospective customers and consolidate their relationship with existing customers.
- Taking their offerings on digital platforms and selling licenses, accounts, and digital content to institutions rather than physical educational materials made new production as well as scaling up of existing products with an increase in demand, less costly improving their profit margin.
- The client's branded portal developed using Impelsys' iPC Scholar platform allowed its customers to take it to their end users like students for schools and colleges and enhance their learning experience.

- Digital delivery of educational resources improved the learning outcome of classroom training, helped trainers to facilitate learning, and equipped students with better interactive and search-friendly content to meet their needs.
- The digital portal allowed hosting and updating searchable eBooks, references, and articles that can be accessed from any computer over the internet. It allowed students to cross-search all materials their institutes purchased from the client, bookmark them, print them, take notes, and organize them into personalized folders.
- It also allowed concurrent usage so multiple students can access the portal and read, download, print the same materials simultaneously.



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