

Boosting Digital Strategy

with

iPublishCentral

Benchmark Education Company | A Case Study

The publishing industry, like many other industries, is exploring new markets, services and products in response to the advancement in information and communication technologies. As the print industry increasingly attempts to capitalize on the power of online publishing, many new electronic publishing solutions are being launched.

Benchmark Education Company, a leading Publisher of books in the K-12 segment, impressed by the functionality of iPublishCentral, wanted to be one of the early adopters of this solution to create marketable online content products and bundles, instantly. iPublishCentral, flagship product of Impelsys, enabled Benchmark Education Company to quickly establish a feature-rich end user portal without the overheads of traditional online publishing processes, or intensive development timeframes and infrastructure.

Benchmark Education Company



Benchmark Education Company is a leading publisher of books in the K-12 segment. Apart from publishing supplemental educational material for children they also provide:

- Fiction and nonfiction big books and leveled texts for introducing genres and content-area concepts to all students
- Teacher guides and tools that incorporate research-based strategies for phonemic awareness, phonics, vocabulary, fluency, and comprehension development
- Customized professional development (including demo lessons), one-on-one coaching, and web-based learning with renowned educational leaders

Challenge

Benchmark Education Company's major goal was to build on its position as the leading publisher of books in K-12 segment. In the pursuit of their goals, Benchmark Education Company started working on English Language Learner series, targeting non English speaking countries. Central to this was the application of technology and ecommerce to enhance distribution, improve service, and to reduce cost. The greatest challenges were to:

- Set up a program with 192 titles online almost instantly
- Promote audio books for a better learning experience

SOLUTION

Benchmark Education Company wanted to promote its audio books, already produced by Impelsys and sell them online. They opted for Impelsys' self service portal solution – iPublishCentral, which allowed them to leverage their existing print content and launch a feature-rich end user portal with a bookshelf to host multiple titles, instantly.

iPublishCentral

- Created a digital warehouse to store and manage assets (titles)
- Published their audio books online
- Hosted features like search, virtual reader, book shelf and user communities
- Provided features like page flip, single/double page view, thumb nail view, table of contents
- Offered robust metadata and full-text search to easily find the content desired
- Delivered an integrated ecommerce suite
- Incorporated an advanced administration system to manage users, content and subscription
- Created interactive reports and usage statistics
- Streamlined the entire educational process including reports & surveys
- Allowed for a self customization option to select relevant features
- Provided a platform to create viral marketing programs using widgets and ViewInside

iPublishCentral enabled Benchmark Education Company to make their print content available for sale online, and promote their brand and titles by way of viral Web marketing.

BENEFITS

iPublishCentral empowered Benchmark Education Company to set up a feature rich end user portal quickly and effectively with pre-built modules and ready to go components. It also provided various other benefits like:

- Helped them in selling titles online without making significant investments in terms of time, money and efforts
- Enhanced their relationship with readers via a branded interface
- Fueled a continued web presence that kept on engaging and stimulating readers with user-generated posts, comments, ratings and up to the minute plug-ins
- Provided valuable insights into reader behavior and preferences with interactive reports