

**Providing Superior Value to Readers  
through  
Electronic Products**

**MIT Press | A Case Study**

As high-speed Internet access invades the average household, digital publishing is evolving into big business. Publishers are taking their content online to reach out to a wider audience across geographies. Most universities and libraries are digitizing books so that people can read samples online and then buy books online or buy a part of the book that they want as opposed to buying the whole book.

MIT Press, a renowned university press in US, wanted to capitalize on the new electronic publishing technologies to provide superior value to their users. They opted for iPublishCentral, flagship product of Impelsys, which empowered MIT Press to experiment with different business models at low cost and with little risk.

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### MIT Press

The **MIT Press** is a university press affiliated with the Massachusetts Institute of Technology (MIT) in Cambridge, Massachusetts (USA). *MIT* is devoted to the advancement of knowledge and education of students in areas that contribute to or prosper in an environment of science and technology.

- Major publishing presence in fields like architecture, social theory, economics, cognitive science, and computational science
- Publishes about 200 new books a year and over 40 journals
- Committed to both design excellence and the efficient and creative use of new technologies

## Challenge

MIT have commitment themselves to both design excellence and the efficient and creative use of new technologies. Their passion for innovation has motivated them to continuously explore the electronic frontiers. MIT wanted to use innovative and efficient electronic publishing tools to serve their readership. However they were faced with following set of challenges:

- To experiment with different segments of the market at low risk.
  - Take back issues to electronic circulation
  - Avoid lengthy development cycle or the hefty costs of traditional online publishing and infrastructure
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## SOLUTION

MIT Press selected Impelsys' self service portal solution - iPublishCentral, to take their print content online. iPublishCentral helped MIT Press monetize their entire back list without the overheads of traditional online publishing processes, intensive development timeframes and infrastructure.

### iPublishCentral

- Provided a digital warehouse to store and manage assets (titles)
- Quickly generated fully functional end user portal automatically without manual intervention
- Created online marketable content products and bundles
- Hosted features like search, virtual reader, book shelf, user personalization and user communities
- Provided robust, fully integrated e-commerce suite to sell content online
- Retained the look and feel of the print book
- Offered Individual and institutional subscriptions
- Provided advanced administration system to manage content, users and subscriptions
- Supported integrated and detailed usage reports
- Provided a platform to create viral marketing programs for web using widgets and ViewInside

iPublishCentral provided the quickest and most cost effective means for MIT Press to market, publish and sell its content online.

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## BENEFITS

iPublishCentral made the process of digitizing, marketing and distributing content online extremely simple, easy and fast. It provided numerous other benefits to MIT like:

- Enhanced reader-publisher relationship with an easily customized, branded interface
- Offered readers a choice of format and convenience
- Provided a flexibility to experiment with different pricing models at low risk
- Enabled circulation of back issues electronically
- Empowered them to manage, and control the portal content through a self serve interface