

Client

A successful US publisher with numerous management and leadership titles. Total sales of more than 7.2 Million copies.

Dilemma

This publisher had seen tremendous success with print titles and had recently adopted a digital strategy by converting their all their backlist titles to eBooks. After unsuccessful attempts with automated eBook conversion tools and bad experiences with conversion houses, the publisher was looking for a reliable conversion partner with an ability to provide an end-to-end solution.

The Reality Solution

To begin with, the Reality eBook production team conducted a needs assessment of the publisher's target demographics. Based on the initial analysis, the team prepared a plan of action for the right types of conversions, distribution channels, value added transformations, marketing and SEO approach required for the publisher.

After careful evaluation of the content, the Reality eBook production team clearly categorized the backlist titles into Level 1, 2, 3 and Complex books based on the levels of detailing. Separate workflows were designed for each level of books.

Level 1 books (books with minimal styling and formatting) were converted using a semi-automated approach into ePub and Kindle formats using our in-house automated digital publishing solution.

Level 2 books (medium level of styling, formatting, multimedia, indexing, etc) were also converted using a two-pronged approach – the basic text conversions were passed through the in-house digital publishing solution, whereas the detailed styling and formatting, were carefully treated by our graphic design, type-setting and multimedia teams.

Level 3 books (books with high level of styling, formatting, indexing, multimedia) had to be treated by a 100% manual process, with our talented teams working very meticulously with all types of digital assets and styles.

Finally, the extremely complex 'Enhanced' books (extremely rich media and animation requirements with specific coding needs) were handled separately. Our design and software programming teams worked in tandem to produce top class effects, which were earlier not envisioned by the publisher.

All these workflows were carefully passed through two levels of QA. In many cases we also performed adaptations for multiple devices (separate treatment for tablets, e-readers and smart phones).

After the conversion process, the teams were able to ensure that the eBooks were made available to the right stores, in the right formats. Our marketing teams were in charge of promoting the titles and targeting the right audience. Our team built a dynamic website for the publisher and also built different social media channels for the publisher. We were able to increase the number of hits to 900 hits per day in just 10 days of the launch of our PR campaign.

Key Benefits to the publisher:

- 100% Quality maintained
- Books converted for 4 formats
- 40% cost savings
- Converted more than 500 titles in 1 month
- 100% Quality checks on multiple reading devices
- Distribution across multiple channels
- Transparent reporting and monitoring
- Value added adaptation services also provided to adapt to different media
- Created dynamic website for the author and also established and maintained the publishers social media platforms