CASE STUDY

A WEB-BASED CUSTOMIZED BOOK-BUILDING SOLUTION FOR THE PUBLISHING INDUSTRY

CUSTOMER CHALLENGE

A publisher of high-quality educational materials for Kindergarten through College courses was looking for a leading-edge solution they could offer their customers (primarily teachers, instructors, and professors) to build on-demand textbooks tailored specifically to their classroom needs and individual teaching styles.

ELANDERS SOLUTION

Elanders delivered a customized, web-based solution that included:

- Content Management System
- Customized Book-Building with PDF Merge Technology
- On-Demand Printing and Fulfillment

Utilizing a web-based content management system, Elanders built a central repository for creating customized textbooks. This system offered the client's customers the ability to view all available book chapters, choose the ones they want to build their curriculum around, and put them in an order that specifically fits their teaching needs. For example; chapter 1 from Book A, chapter 6 from Book B, chapter 11 from Book C, and so on.

Once the teacher or professor has chosen all the individual book chapters to be included in their custom textbook and placed them in the desired order, the program will automatically build a single PDF file that sequentially numbers the pages and adds in a custom table of contents page. The entire book-build takes only seconds, is viewable on-line as a PDF, and can easily be changed to add, delete, or rearrange the book chapters until the class instructor has built his or her perfect textbook.

When the PDF file is finalized, it is automatically submitted to the Production Editors for final review and placement at Elanders for on-demand printing and shipment to the final destination.

KEY CUSTOMER BENEFITS

The possibilities of this system are virtually endless — with some of the major benefits including:

- The solution offers classroom instructors the ability to create customized textbooks in an on-demand printing environment.

- Each textbook is built as a digital PDF file utilizing add-on chapter merging technology— making it both editable and reprintable in a very efficient and cost-effective manner.

- The entire book-building process takes only seconds and eliminates conventional pre-press.

- The system is adaptable and expandable to many other areas of study as markets and customers grow and change.