

## **Client Case Study - *Mid size Publisher, with 900 back list titles and 150 new titles a year.***

### **Requirement:**

The outsourcing of design, production and project management, of the back list and current titles to commercially acceptable eBook formats.

### **Client Issue**

The publisher had a full in house production department but were familiar with complex digital ePub files. Their in house production was a blend of Microsoft word and Quark. The need to submit these files to Kindle, Apple, google platforms and other channel partners.

### **Analysis**

To implement the strategic sourcing required a restructuring of departmental roles and the introduction of a strategic sourcing process, project management and training.

### **Our approach was as follows:**

Investigate and recommend suppliers who can guarantee in house conversion to ePub format to acceptable formats, using the in house staff rather than outsourcing. The recommend suppliers also needed to be utilising the latest technology to ensure the production of high quality results with the necessary security safeguards in place to ensure best practice compliance.

### **Deliverables**

After investigation the team identified the conversion and submission project was not only time dependant, but required a more robust workflow process to guarantee delivery of accurate publication of the highest quality.

### **Improvements included:**

- Strategic processes designed and implemented
- Reduced lead time
- Conformity and quality
- Increased distribution base

### **Processes used:**

- Implementation of strategic outsourcing process and organisational design
- Procurement in line with required service level agreements and file formats
- Fully detailed project implementation plan and delivery
- Training of in house staff to ISO 9001 standards

### **Business Scope:**

- To reliance on outsourced staff
- Reduce overheads, increase margins
- In house production
- Saving of £120,000 in year one
- 30% of sales come from eBooks

### **Timeframe and resource required:**

- Project duration: 6 months to six channel platforms
- Resources used: 2 consultant