

# Content Access Made Easy

Kogan Page | A Case Study



Today, the internet and various devices play a leading role in the way in which content or information is searched for, accessed and read. Electronic forms of sharing and collaborating have changed the landscape of the publishing industry. Publishers are faced with demand for content in different forms, be it print or electronic. Many publishers now offer content in digital forms either as stand alone products or as a supplement to their print versions.

Kogan Page, Europe's leading and largest independent business book publisher decided to leverage the latest in publishing technologies to enable eCommerce and enhanced search capabilities to its users and to have greater control over their portal so as to make changes and create dynamic pages or micro sites autonomously.

iPublishCentral has worked with Kogan Page since 2007, helping them to achieve this objective by providing a feature rich, highly customized end user portal that hosts 7 different categories, each segregated into multiple sub-categories.



### **Kogan Page**

Kogan Page is Europe's leading and largest independent business book publisher and a major force in international business publishing. Its much-respected list provides comprehensive coverage of business and management related subjects at all levels from initial career advice to professional texts, reference and analysis. Kogan Page enjoys the second largest share of the UK business books market, and is the biggest player in the career and personal development area.

Founded in 1967, the company has always sought to provide up-to-the-minute business information and practical guidance at affordable prices to professionals, managers, entrepreneurs and students.

Kogan Page also acts as distributor and co-publisher for several renowned publishing imprints, such as Kellogg School of Management, Northwestern University, Redline Wirtschaft, Stanford University Business Press etc.

## Challenge

With business and management practice becoming increasingly global, Kogan Page sought to develop materials with a truly international appeal and global reach.

Kogan page already had technology vendors that managed their content and payment gateways. They required a solution that could leverage their Personal Information Manager (PIM) and Kogan Page Content Management System (CMS), to manage and display their products online and a technology partner who would be able to seamlessly interface with their other vendors so as to provide a fully integrated solution.

Kogan Page required a solution that would help them market and sell their content to a global audience, thereby increasing revenues and reach.

## APPROACH

Several years of experience in working with publishers enabled iPublishCentral to quickly understand the nature of Kogan Page's challenges. The iPublishCentral project team worked very closely with their team to gather vital inputs about – Kogan Page, their external vendors, softwares and technologies being used, their requirements, target audience, project goals, challenges and expectations. iPublishCentral used its Custom portal solution to help Kogan Page build their online information portal that offers content in digital formats adding value in the form of ancillaries and new product options, without the overheads of traditional ePublishing processes.

## SOLUTION

The first stage of the process involved understanding Kogan Page's requirement, and how best to use iPublishCentral's experience and technology solutions to provide Kogan Page with an online strategy.

Using iPublishCentral Custom, we built from scratch, a highly customized portal for Kogan Page. This involved merging the current technologies and software used previously by Kogan Page, so that the back-end product management continued to be managed via PIM (Vista) or Kogan Page's Content Management System (CMS). The iPublishCentral team, helped to organize titles as per books and authors, making it easy for a user to enter

and browse through the portal. Users who wished to purchase books could purchase via the shopping cart feature and integrated payment gateways, that ensured secure shipping through Kogan Page's fulfilment agencies.

The unique Customer Management System allows a single or multiple site administrators to manage different functionalities on the portal, without having to depend on their technology vendors. Some of the important functionalities that can be managed by the CMS are as follows

- User Management

The site administrator/s can edit User specific details or permission settings per user.

- Product Information Management

The site administrator/s can edit, add or delete any product metadata as per their requirement.

- Static Page Management

Administrator/s can modify the data that appears on static spaces on the portal, so as to keep the portal as up-to-date as possible.

- Dynamic Page Management

Administrator/s can also modify the dynamic spaces on the portal, so as to use the space for relevant news or releases.

- Upload of and display of various content formats

Administrator/s can upload and display content in different forms such as PDF, PPT, MPEG, videos etc. on the portal, allowing users to access content in whichever format they are most comfortable with.

- Report Management

The administrator/s can generate reports on site visits, page visits, usage statistics, user date, sales and more. This is useful in planning what titles to feature, what sections need to be updated etc.

- **Affiliate/ Micro Site Management**

Through the main portal, the administrator/s can also manage affiliate or micro sites.

- **New Title Release/Featured title Management**

Through the portal back-end, the administrator/s can also control the New title release sections and the featured titles section, making it easier for users/visitors to view the latest books added, or the most popular books.

- **Latest News Management**

The administrator/s has the authority to keep the news sections up-to-date, through daily news coverage or press release updates.

## Search functionality

Another important functionality of the Kogan Page portal was the advanced Search options. Kogan Page uses SOLR search server and the search functionality is fully customized as per Kogan Page requirements. This advanced search tool enables search terms within books or within authors, making it easier for a user to locate a particular titles, or particular content.