

**Empowering  
Enhanced Medical Research on  
Digital Platforms**

**McGraw Hill | A Case Study**

The definitive source for genetic research, Scriver's OMMBID (Online Metabolic and Molecular Bases of Inherited Disease) provides online access to leading genetic information from renowned international experts. Researchers, educators, students and clinicians now have improved online access to a compendium of genetic disorders and information from the entire field of genetics. Building on a legacy of editorial excellence, OMMBID provides the latest knowledge on the molecular and metabolic underpinnings of a growing list of inherited diseases.

McGraw Hill wanted to relaunch OMMBID by moving to a more robust online platform with rich features and better functionality. McGraw Hill consulted Impelsys for a digital solution to help them create marketable online content products and bundles; and increase readership and sales through an online platform.



### McGraw Hill

McGraw Hill Information & Media group provide information and insight not only to professionals in business and government (BusinessWeek) but also to those in the aviation and aerospace (Aviation Week Group), energy (Platts), and construction (McGraw Hill Construction) industries.

McGraw Hill Education addresses every aspect of education from Pre K through professional learning. To empower teachers, professionals and students of all ages, it uses traditional materials, online learning, and multimedia tools.

## Challenge

OMMBID's popularity was growing among researchers at an impressive rate. As a result of its increased popularity, McGraw Hill began looking for ways to move OMMBID to a more robust platform and eliminate the print circulation to save on print cost. To meet this objective, McGraw Hill decided to relaunch OMMBID with a streamlined interface, enhanced features and functionalities that make the process of online research even easier. However there were few major challenges to be tackled in order to reach their goal. These were:

- Author Workflow System for automatic conversion from word to XML and XML to MS-Word

- Handling of references, contributors, images and tables
- Enhancing Search Functionality
- Creating user personalization features
- Producing podcasts to highlight new content

## APPROACH

McGraw Hill was looking for a partner who could understand their business challenges and deliver a cost effective solution to meet their objectives in a short span of time. Impelsys was chosen due to its superior process to manage projects under time constraint, years of experience in working with publishing industry and track record of quality software deliverables. Impelsys concluded that the OMMBID content was very different from the majority of book platform projects. In this situation implementation of author workflow was quite challenging. Through focused technology innovation and deep insights into the processes of the publishing, Impelsys helped McGraw Hill in relaunching OMMBID.

## SOLUTION

Impelsys utilized its iPlatform™ - content delivery solution to create a media rich web portal around OMMBID content, creating the next generation of online books. Impelsys hosted and maintained the application. A new feature to iPlatform™ with the re-launch of OMMBID was an author workflow system that allowed monthly chapter updates by the editorial staff through an XML to Microsoft Word editor. This feature allows editors to quickly and efficiently edit online content whenever necessary.

Impelsys Solution provided:

- User personalization features like bookmarks, notes, comments and image libraries
- Advanced semantically tagged search to images, tables and even discrete sections of chapters
- Powerful e-Commerce components
- Individual and institutional subscriptions
- Links to supplementary content
- User access to blogs and lectures

- Advanced Administration system to manage content, users and subscription
- Editors edited using the word doc and it was automatically converted to XML by Impelsys system

## BENEFITS

Impelsys solution enabled McGraw Hill to reach its goals in a very cost effective and resource efficient manner. It also helped them to:

- Reduce cost by eliminating the print circulation of OMMBID
- Easily and quickly update the site content using XML to Word to XML workflow
- Gain valuable insights into reader behavior and preferences through interactive reports

[Request for a demo](#)