

33 years worth of valuable content made
easily available and accessible online

The World Bank | A Case Study



Electronic forms of sharing and collaborating have changed the landscape of the publishing industry. Many publishers look to digital solutions that result in new product lines, reduced costs, wider dissemination and ease of access.

In lieu of this changing landscape and evolved readership demands and habits, The World Bank decided to leverage the latest in publishing technologies to create new products and deliver an extensive array of reference material and reports online.

iPublishCentral helped The World Bank to achieve this objective by providing a feature rich end user portal with easy navigation, user management features and user customization options.



THE WORLD BANK

The World Bank

The World Bank is a vital source of financial and technical assistance to developing countries around the world. Their mission is to fight poverty with passion and professionalism for lasting results and to help people help themselves and their environment by providing resources, sharing knowledge, building capacity and forging partnerships in the public and private sectors.

The World Development Report

Every year, The **World Bank publishes The Development Report (WDR)**. Each WDR provides in-depth analysis of a specific aspect of economic development with topics such as agriculture, youth, equity, public services delivery, the role of the state, transition economies, labor, infrastructure, health, the environment, and poverty. The reports are the Bank's best-known contribution to thinking about development and are disseminated to various organizations, corporate bodies, educational and research intuitions, governments and prominent individuals.

The topic of each report is selected by the Bank's president three years in advance of the book's publication. Once the topic is announced, preparation of the report is a well thought out, through and defined process. First,

Research is initiated within the Bank's Development Economics Group (DEC). Next, a director is announced and the WDR team is recruited, followed by a timetable established for research, writing, review, consultations, presentation to the Board of Directors, editorial and production work, publication, and dissemination.

Challenge

The World Development Report (WDR) has been produced on an annual basis since 1978. Initially the reports were distributed as print copies. Later this advanced to CDs and DVDs.

With the arising need to economize on distribution costs and the high demand for content to be made available online and at all times, The World Bank was prompted to look for solutions that could solve this problem for them.

They had to look for a solution that would not only convert all of their documents into suitable formats for online viewing, but also make this content easily accessible for anyone who wished to view the documents.

APPROACH

Several years of experience in working with publishers enabled iPublishCentral to quickly understand the nature of The World Bank's challenges. The iPublishCentral project team worked very closely with their team to gather vital inputs about – The World Bank, their mission, The World Development Report, their target audience, project goals, challenges and expectations. iPublishCentral used its custom portal solution to help The World Bank, convert 33 years of content into the desirable digital formats adding value in the form of ancillaries and new product options, without the overheads of traditional online publishing processes.

SOLUTION

The first stage of the process involved converting raw PDF and Indesign files provided by The World into XML, giving the reports/books a print look and feel, thus creating an enhanced online reading and viewing experience. iPublishCentral then delivered a feature rich end user portal to help The World Bank to directly reach out to their target audience. The World Bank Online portal is a free site that allows users the option to register with the site for free. Once registered, users gain access to all reports published in the last 33 years.

The portal created on iPublishCentral custom has the following unique and advanced features.

1. Title Browsing: The site allows users to browse the reports by:

- **Title** - find any report by its title and year.
- **Topic** - find reports pertaining to a specific development topic, ranging from agriculture, education, and the environment to infrastructure, trade and poverty reduction.
- **World Bank Data** - access a variety of World Bank datasets, including the World Development Indicators, via data.worldbank.org
- **Regions** - refer to this guide for an overview of how the World Bank categorizes countries by region and income group
- **Related Content** - access World Development Report background papers going back to 2005.

2. Searching – Gives users a simple Search to carry out a full-text search across all reports; use the Advanced Search option to search any combination of full text, region, topic, and title.

3. Bookmarking and note taking options: Users can bookmark pages or add their notes to pages of the book/report.

4. Index of tables, boxes and figures: Users can access the index of tables, boxes or figures.

Print option: They are also given the option to print the content in

the tables, boxes and figures

5. Turn on and off of footnotes feature: Users have the option to turn on or off the footnotes feature. The 'on' option shows footnotes within each page.

6. Create your own customized eBook: This unique feature allows the user to create their own customized eBook, by putting together different chapters from different reports in a desired sequence. The output is a PDF with an Index of the chapter names and can be titles as per user preference.

Demo for customized eBook creation: A demo of the steps to go about creating a customized eBook is also provided, making the process simpler for the user.

7. RSS, Twitter and Facebook tabs: The tabs available on the portal allow users to follow World Bank through RSS feeds, facebook and Twitter.