

Enhancing Product Range  
with  
Talking eBooks

Benchmark Education Company | A Case Study

Publishing, like every other industry, has also been affected by technology and content today is being delivered in various media in addition to print. Ebooks are creating waves in the publishing industry like never before, and are turning out to be as appealing as their print equivalents by offering interactive features like built-in dictionaries, pronunciation guides, integrated video, audio, animation and more – all providing a richer experience to the reader.

Benchmark Education Company, a leading supplemental publisher in the K-8 segment, wanted to capitalize on the many advantages that ebooks offer, to drive sales by creating alternate revenue streams. They consulted Impelsys to formulate a digital strategy that would best enable them to fully monetize their content, and increase readership and revenues through enhanced content delivery and interaction



### Benchmark Education Company

Benchmark Education Company is a leading supplemental publisher of in the K-8 segment. They produce:

- Leveled texts for introducing genres and content-area concepts to all students
- Teacher guides and tools that incorporate research-based strategies for phonemic awareness, phonics, vocabulary, fluency, and comprehension development
- Customized professional development (including demo lessons), one-on-one coaching, and web-based learning with renowned educational leaders

## Challenge

Benchmark Education Company was working on strategies to better monetize their content and create alternative revenue streams to boost their sales. However, they were posed with certain key challenges in trying to reach their goal including how to best

- Re-purpose content for delivery through Web media and CD-ROMS
- Build an online platform to deliver Teacher Training Material
- Create interactive components around print titles

## APPROACH

Impelsys was chosen as a technology partner by Benchmark Education Company to help devise a suitable strategy to meet these and other challenges. Impelsys, backed by years of experience in working with publishers, was quick to understand their challenges. Impelsys project team worked very closely with Benchmark Education Company and gathered vital inputs about their customers, business objectives, and expectations. Using in-house tools and automation, Impelsys increased the effectiveness and accuracy of the entire process.

## SOLUTION

Impelsys' solution comprised a digital strategy to convert Benchmark Education Company's content into ebooks with audio and read-along facility using its' Talking eBooks product which runs on Impelsys VirtualPages™ technology component. The solution was delivered in an interactive digital format with minimal content conversion effort. Talking eBooks could either be delivered on CD-ROMs bundled with the print book or sold online. It was designed using reusable components where multiple titles can be deployed with huge cost savings to Benchmark Education Company while retaining all the functionality.

Impelsys solution:

- Converted their print material to online content
- Generated interactive ebooks with an easy page by page flip navigation
- Offered read along feature to read aloud each word on the page, highlighting each word as the audio progresses
- Maintained the print book look & feel and pagination
- Hosted features like word glossary, user customization, audio playback, and more
- Provided detailed reports for administrator on web traffic, geographical reports, pages accessed, time spent on each page, user account and subscription reports
- Streamlined the entire educational process, including reports & surveys

Impelsys' dedicated iTeam maintains and monitors the online platform for Benchmark Education Company, and provides regular usage and activity reports, along with regular upkeep.

## BENEFITS

Impelsys solution has helped Benchmark Education Company in enabling information technology in children's education from an early age and helped them in

- Enhancing ESL/ ELL programs
- Offering their customers the flexibility to choose between print, audio CD's and Talking eBooks
- Driving print sales by bundling audio CDs with books
- Offering more effective learning tool to children and people with visual, learning and physical disabilities
- Widening the reach in markets including South Korea, China and Malaysia
- Building an additional source of revenue

[Request for a demo](#)