

# Companion Websites for Print with iPlatform

Elsevier | A Case Study

The publishing industry is evolving every day, with increasing interest in the use of technology to deliver content to readers through multiple channels. One of the most popular options is the companion website of the printed book, where the book's contents are uploaded, along with additional features like videos, images etc. Customers who purchase the book get either free or paid access to the companion website for future updates.



### Elsevier

Elsevier is the world's leading publisher of science and health information, serving more than 30 million scientists, students and health and information professionals worldwide. Their products and services include electronic and print versions of journals, monographs, textbooks and reference works and cover the health, life, physical and social sciences.

## Challenge

Elsevier publishes book series called Operative Techniques – a practical and authoritative series that cover key procedures in orthopedic surgery in both atlas and online video format. Five titles (“Hand and Wrist Surgery”, “Spine Surgery”, “Hip Arthritis Surgery”, “Sports Knee Surgery” and “Total Knee Replacement”) from the series of nine titles have been published.

In addition to the print book, Elsevier wanted to publish feature-rich websites dedicated to each title in the series with regular updates extended to users as supplements to the book or sold independently.

## APPROACH

Elsevier publishes lot of books online using their own platform, but considering the desired functionalities, high turn around time, and cost involved with their own platform was prohibitive, they chose Impelsys' iPlatform technology. Impelsys' team worked closely with Elsevier to understand and analyze their requirements and provide the best options to meet their requirements. Periodic reviews and regular status updates ensured that project met all the requirements and was completed on schedule. Impelsys managed the whole system including hosting, running, managing the site, uploading the content and interacted directly with the editorial team.

## SOLUTION

Impelsys implemented a feature-rich branded site for the Operative Technique series that offered an excellent online experience to the site users. It provided a single platform for the hosting of all books in the series and enabled access to the online version of the purchased volumes, downloadable images, links to PubMed, and videos. For each title on the website, the content was divided into sections and procedures similar to book's table of content.

### Impelsys' Solution:

- Converted content from Quark to NLM compliant XML (through an automated conversion process)
- Provided user access control – based on PIN supplied with books sold
- Allowed new content updates
- Offered individual and institutional access
- Retained unique look and feel for each title in the series
- Included advanced administration and reporting system to allow administrator to make changes to site and monitor visitor trends

### Hosted features like:

- Collapsible table of content
- Full text display of content with images and video links
- Basic and advanced search to enable search across all titles with or without access (full text access remained limited to books subscribed by user)
- Media library containing procedure videos and images
- Personalized features like bookmarks, notes, print, saved searches and email a friend option
- Integrated a bookshelf component to allow users to view the list of accessible books
- Provided provision for IP authentication which could be used for selling online access to institutions and other features like e-commerce module and pdf download could be added to the site without much effort

Following the launch, support was offered to Elsevier for fixing issues, however no such issues were identified and they had no need to use support for fixing post-live issues.

## BENEFITS

The Operative techniques website has been widely acknowledged by user community as very helpful and intuitive to use. It also helped Elsevier to:

- Provide large full-color photos and diagrams, concise text, and companion web videos to users which made it simple to search and understand the procedures
- Host the content easily, quickly and accurately through automated processes
- Provide regular content updates and add new books easily via a book shelf component
- Facilitate access to online content to users either as supplement to the purchased book or sell independently
- Leverage on the already built platform to provide additional features to customers as and when desired by them

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