

**Expanding Distribution Network  
through  
Online Encyclopedias**

**Marshall Cavendish | A Case Study**

Electronic forms of sharing and collaborating have changed the landscape of traditional publishing industry. Apart from print publishing, many publishers have also moved to electronic publication to provide wider dissemination.

Marshall Cavendish Corporation wanted to leverage evolving technologies to drive sales and deliver extensive array of reference material online. Impelsys helped Marshall Cavendish to achieve this objective by providing a feature rich end user portal with easy navigation and user management features, which garnered rave reviews in the press and was designated by the Booklist magazine as one of its Twenty Best Bets for Student Researchers.



### Marshall Cavendish

Marshall Cavendish Corporation is a leading North American publisher of illustrated encyclopedias, non-fiction series, and children's books. They provide:

- Multi-volume encyclopedias on wide range of topics to support the curriculum and encourage lifelong learning
- Nonfiction series high in visual appeal and authoritative for reader from kindergarten through high school.

## Challenge

Marshall Cavendish was working on strategies to further enhance their brand image and widen title's reach and availability. However there were few key challenges including:

- Building an online portal to distribute its content to public and school libraries on subscription
- Packaging the content as different titles with each title having multiple volumes
- Restricting users navigation access according to their subscription
- Enhancing content components
- Retaining title's original look & feel with high quality images and type-faces to distinguish their brand

## APPROACH

Marshall Cavendish partnered with Impelsys to create marketable online content products and bundles. Several years of experience in working with publishers enabled Impelsys to quickly understand the nature of Marshall Cavendish's challenges. Impelsys project team worked very closely with their team to gather vital inputs about - Marshall Cavendish, their customers, goals, challenges and expectations. Impelsys used its portal platform solution to help Marshall Cavendish monetize their entire backlist without the overheads of traditional online publishing processes.

## SOLUTION

Impelsys delivered a feature rich end user portal to help Marshall Cavendish directly interact with a market comprising of subscribed libraries in the US, students, teachers and parents; and provide them with ongoing resources and support. This online collection of interactive e-books was named Marshall Cavendish Digital.

### Impelsys Solution:

- Converted the content from Quark to XML using a well-defined DTD and automated tools
- Converted content was styled using style sheets and rich media content to retain Marshall Cavendish look & feel
- Broke content into categories like articles, subjects, maps, timelines, drawings and diagrams, images, glossary and research tools, for easy navigation and retrieval
- Incorporated flash engine in articles page which enabled zoom in and zoom out
- Incorporated liquid design at the article level
- Hosted features like extensive search, cross referencing of different titles and free trial period
- Offered user personalization features like save articles, add notes, bookmarks, e-mail article, dictionary and citations
- Provided News Feeds and Video Clips
- Included advanced administration system to manage users, content and subscriptions
- Used rich internet applications inside pages to implement additional content enhancements to enrich their content for the digital media with news feeds linked to related articles, interactive animations, videos, puzzles, quizzes, games and blogs among others

Marshall Cavendish Digital offered this product selectively, with an authoritative text, vivid images, and best-practice user-friendly navigational features that encouraged readers and delighted browsers. Thus, Impelsys assisted Marshall Cavendish in providing invaluable online educational resource through its platform.

## BENEFITS

Impelsys' solution turned out to be the most beneficial investment for Marshall Cavendish.

- Empowered Marshall Cavendish to leverage their existing print content and create online products at affordable cost and in short timeframe
- Helped expand distribution network and maximizing revenues
- Fetched rave reviews from many magazines and journals like Booklist, Library Journal E-Views Blog, Library Media Connection and School Library Journal
- Booklist, in its September edition, designated Marshall Cavendish Digital as one of its Twenty Best Bets for Student Researchers

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