



Case Study- iPublishCentral Ebooks (Elsevier)

Global Solutions, Local Markets: Delivering authoritative content

Elsevier is world's leading provider of professional information and online workflow solutions in the Science, Medical, Legal, Risk Information and scientific, technical and medical information products and services.

THE CHALLENGE

With the increase in eBook adoption, Elsevier wanted to have their own quick go-to-market solution that meets their requirement of delivering eBooks directly to their institutional and retail users. Elsevier required a solution that could be replicated easily across regional markets giving admins control over their local business needs.

Elsevier needed a robust and proven platform that would deliver their eBooks online or offline to any devices and support:

- Localization of portals - portal in the local language and currency
- Localization of content - geography-specific content
- Localization of back-office - easy to use back-office for local admins to manage

Impelsys' iPublishCentral Ebooks platform was the obvious choice.

Localization of portals | Localization of content | Localization of back-office

THE SOLUTION

Powered by our eBook delivery platform, iPublishCentral, we built Elsevier's branded eLibrary, that hosts an extensive range of core medical, nursing and dentistry books. With the eLibrary, students can access an entire collection of titles, through purchase, subscriptions and renewals. The online library also assures an

exciting reading experience with richer, integrated and interactive content. As of today, Impelsys has built portals that cater to audiences in UK, Germany, Spain, France, Brazil, Poland and APAC and are all powered by our award-winning eBook delivery infrastructure solution - iPublishCentral. This engagement brings out the value of long-term relationships that define businesses.

Impelsys' has successfully implemented multiple portals for Elsevier thereby enabling the STM giant to expand its reach to global, local markets.



For details, email us: marketing@impelsys.com or visit: www.ipublishcentral.com | www.impelsys.com