

Macmillan's DynamicBooks

Client profile

Macmillan

Macmillan is an international publisher of trade and educational textbooks. In early 2010, Macmillan announced DynamicBooks, an online interactive textbook platform for instructors, students, and authors. DynamicBooks and Macmillan's textbook group, Bedford, Freeman & Worth (BFW) Publishing, approached MPS Limited to convert a sample of BFW's college textbooks for the new digital platform.

DynamicBooks needed a trusted service provider to create the very first set of DynamicBooks textbooks, a groundbreaking online interactive educational publishing concept. MPS drew on its years of experience and process understanding to perfect the conversion workflow, and was able to meet the further requirement for quality services – both functional and editorial – using its expert editorial and technical resources.

Challenge

Creating the first set of DynamicBooks

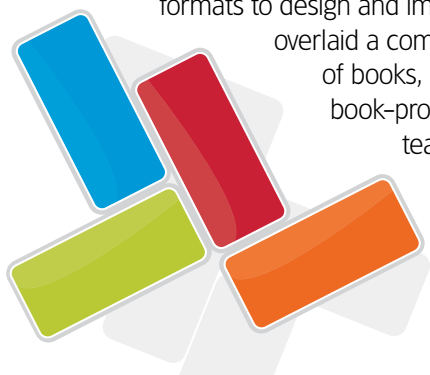
DynamicBooks' goal is to give instructors the tools to customize a textbook instantly to make the book more relevant for his/her students. To achieve this goal, DynamicBooks developed an easy-to-use, online editing platform for instructors. With the editing tool, instructors can edit the textbook to their class plan and make the content more relevant for students. Students can access the edited books via the VitalSource bookshelf, and use the bookshelf tools to manipulate the customized textbook by adding notes and highlights or using the search tool to find keywords or concepts. Students can even share their notes with other students.

DynamicBooks was designed to address several challenges facing the textbook market including high prices, content update delays, and digital piracy. With DynamicBooks, instructors can continuously update their book for the entire semester and make changes daily, if desired, or simply highlight key concepts for exams. For the inaugural DynamicBooks offering, the company needed a trusted partner to manage the book conversion to the XLM data format.

Solution

Designing a slick, collaborative workflow

DynamicBooks initially needed a partner to handle the conversion of the first 20 scientifically based textbooks – a mixture of economics, life sciences, physical sciences, and math/statistics. MPS drew on its years of experience at converting files to new data formats to design and implement an efficient workflow. With a detailed understanding of the conversion process, the team overlaid a communication protocol on the workflow, helping to coordinate collaboration. After the first batch of books, DynamicBooks wanted to hand over the quality processes to MPS' expert editorial and technical book-production operations. A technical quality team performs the functional-quality audit while the editorial-quality audit is handled by experienced proofreaders.



"MPS' care for detail and scheduling was critical to our timeline. We set our goals high and they achieve them on time, on budget, and to perfection. MPS is an excellent company and one we would trust again for our textbook conversions."

— Clancy Marshall - General Manager, DynamicBooks



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