

How ePub and Mobi Conversions Helped to Take Content Online Faster



CLIENT OVERVIEW:

The client is a leading academic publisher with a wide range of publications. They have forayed successfully into eBooks and are now strengthening their hold in the digital content space.

PROBLEM

The client wanted XML and eBook conversion services for both ePub and Mobi formats for producing digital products. But the client had to handle content from multiple source formats with the uphill task of converting a million pages in less than a month.

SOLUTION

Lumina Datamatics deployed a dedicated team including an independent QA facility. Further, a customized tool set was designed to ingest multiple source formats and a standard style sheet was created to generate eBooks for the publisher.

RESULT

- Brought down the TAT from 15 days to 8-10 days for the completion of production lots
- Helped the client to take content online in a shorter span of time
- Stringent QA services helped in ensuring the accuracy
- Provided cost-benefit on outsourcing business processes

ABOUT US:

Globally, 8 of the top 10 publishers and 3 of the top 5 ecommerce retailers trust Lumina Datamatics as their strategic partner in providing content, analytics, and technology solutions. Our clients benefit from the reduced time-to-market for new products and services, optimized business processes, operational efficiencies, improved competitiveness, and relevant insights. Lumina Datamatics' expert solutions comprise in-house platforms, partnerships with global technology leaders, and more than 3000 professionals across Germany, India, the UK, and the United States. This global resource pool services our customers across four continents: North America, Asia, Australia, and Europe.