Content Conversion & Distribution

workMETHODS
FASTER, BETTER, SMARTER BUSINESS PERFORMANCE

Background

Businesses continuously generate content, including technical notes, publications, agreements, contracts, manuals, legal documents, multimedia, business cases, news articles, etc. Consumers of this content require content in various formats. However, converting content based on consumer requirements is expensive and prone to errors. Moreover, distributing this content to consumers via email, fax, paper, etc., and on a pre-defined schedule is labor-intensive.

Challenge

Our client, a #1 ranked state University, is the second-largest creator and distributor of business cases, technical notes, presentations, books, articles, etc. Several business schools like Harvard, Stanford, etc. and publishing houses like McGraw Hill, Wiley and Sons, and other distribution hubs like Ivey Publishing, European Clearing House, etc. need this content in several content formats. The content must also be distributed based on each channel's preference for time, location, method, etc.

The lack of a system to manage conversion and distribution resulted in:

- Limits on the number of channels the University could serve with existing staff.
- Labor-intensive process made the process expensive and prone to manual errors
- Decline in revenue

Our Solution

Our professionals analyzed the business and technical challenges and proposed a custom SharePoint 2016-based solution.

A few key solution features are:

- 100% web-based solution with high configurability
- User-defined rule-based execution to offer complete control.
- Process time was reduced from 1 week to 10 minutes!



The solution allowed administrators to define rules through the web interface. Accordingly, the solution converted the content into most of the popular content formats. Moreover, the content could be branded and personalized for each channel. For example, the content could be white-labeled for a channel where all of the University's branding was stripped automatically.

The solution also distributed content to online eCommerce store.

Key Benefits

- Enhanced productivity
- Improved control over the process
- Increased predictability
- Lowered cost of ownership
- Rules-based execution to enhance configurability.

Key Features

- Full-featured 100% web-based interface with easy administration.
- 100% configurable
- Support most industry-standard content formats like ePub, PDF, MOBI, XML, etc.
- Content filter rules based on content metadata
- XML conversion supports cleansing and transformation
- Content grouping and relationships were preserved
- Distribution supports flexible scheduling, including day-of-week, day-of-month, etc.
- Distribution delivery includes email, FTP server, HTTP Post, Web Services, etc.
- Supports full or incremental distribution.
- Managing 10,000+ content
- Highly available and scalable solution

Key Technologies

- SharePoint 2016 Enterprise
- Windows 2012 Servers
- SQL Server 2016
- Power BI

Why workMETHODS

workMETHODS is a global software and consulting services company. With the right blend of people, processes, and products, we have delivered results to several Fortune 500 as well as start-ups. We will assist you in fundamentally rethinking and redesigning how your organization will meet its strategic objectives.

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