Publishing workflows modernized with workMETHODS Process Platform (WPP).

How a Global Publisher Delivered 45% More Output Without Expanding Headcount

workMETHODS
FASTER, BETTER, SMARTER BUSINESS PERFORMANCE

A global publisher managing thousands of case studies, teaching notes, and course materials struggled with slow approvals and the demands of 27+ distribution channels. With WPP, they brought 150+ users into one workflow system that automated multi-format publishing, improved metadata accuracy, and helped them achieve 45% more output in just 18 months.

Solution: workMETHODS Process Platform (WPP)

Industry & Scope: Global Publishing - Content review, formatting, and distribution management

Environment: Microsoft 365 - SharePoint, Power Automate, Power BI

Use Case: Multi-format publishing, approvals, metadata management, distribution

Success Metrics

- **45%** increase in output within 18 months
- Auto-converted content into **15+ formats** for multi-channel publishing
- **150+** users working in one coordinated system
- **27+** distribution channels supported across the catalog

CHALLENGES

The publisher relied on manual approvals and scattered tools to manage thousands of faculty-authored case materials across 27+ distribution channels. Reviews moved slowly, formatting took days, and staff had limited visibility into what was ready, delayed, or stuck.

SOLUTIONS

WPP centralized all publishing work into one coordinated system for 150+ users. It improved metadata weighting for accurate search results, automated conversion into 15+ formats, and enabled direct eCommerce delivery. Rules-based approvals replaced manual checks, and publishing staff gained the ability to update workflows without IT involvement.

Publishing Workflow Automation

Status Insights & Search Accuracy

Multi-Format & eCommerce Delivery

BENEFITS

1. **Broader distribution reach**
   WPP produced multi-format outputs and supported content across 27+ active channels.
2. **Faster publishing cycles**
   Automated format conversions, organized workflow routing, and cut publishing turnaround from days to minutes.
3. **Improved content accuracy**
   Metadata weighting strengthened search relevance and kept tagging accurate across catalogs.
4. **Direct eCommerce delivery**
   Content moved directly from workflow completion into the publisher's storefront system.