



OKS Publishing Solutions

European Publisher Expands Digital and eLearning Offerings With OKS Group

Our Client

A major European educational publisher, delivering market-leading learning solutions to primary and secondary schools, universities, industry and training companies.

Objectives

Recognizing digital as vital to their marketplace, this client sought to move an increasing share of their content to digital publishing platforms. As an educational publisher, their elearning requirements included expanding and enhancing their ability to deliver personalized learning across devices, and compliance with country-specific market-leading digital platforms.

Among their specific requirements:

- Print followed by ebook production
- Flexible layout of images and graphs
- Expansion of digital classroom offerings (personalized learning; teacher-enhanced customization)
- Conversion to HTML for tablets

Business Challenges

- Expand digital content opportunities in educational and training markets at affordable cost in timely fashion
- Accommodate layout, pagination, graphical and creative design of varying complexity from pure text, mix of text and images, and text containing advanced content including equations, symbols, and broad diversity of characters
- Deliver products according to platform compliance standards for European educational marketplace
- Facilitate tools and capabilities for personalized learning (sharing of teacher content, modifications to workbooks and assessments, e-notations, likes, teacher dashboards, etc.)
- Compliance with existing InDesign templates as well as a range of established and new content specifications

The Decision

This client considers OKS Group a technology innovator, and was impressed by our R&D solutions, ongoing development of tools, and automation designed to streamline and enhance workflows for both the client and internal use.

OKS Group's ability to create customized InDesign templates for various prototypes as well as expertise in complex typesetting and technical graphics also figured into the decision.

Our Solution

Our team worked with the client to establish new production workflows that utilized their InDesign templates, created new templates, assured rigorous quality management processes, and delivered on a variety of ongoing end-to-end production processes.



OKS Publishing delivered:

- Final typeset layout, allowing the insertion of images, graphs and multi-platform output
- Customization capabilities within the ebooks to accommodate individual teacher / instructor needs
- Compliance with technical specifications of country-specific digital distribution platforms
- Content conversion and enrichment from various sources (cPDF, PDF, Flex) to a range of target outputs / web pages (Javascript/J-query for animations, HTML5, Bootstrap 3; CSS3)
- Image processing and enhancement
- Conversion of digital calendar from PHP to .NET for greater user responsiveness
- Whiteboard animations and other workbook / assessment “extras” for print and digital learning

The Result

- Customized InDesign templates, skilled resources for handling of complex graphics, technical conversions, workflows and more – from a single provider – streamlined the management of people, processes and deliverables.
- High degree of automation throughout the process enabled more accurate throughput, shorter turnaround times, fewer rounds of revision and reduced cost.



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