



MIND IT
SYSTEMS
Your Reliable Technical Partner

Customer Success Story

Empowering Educational
Institutes with distribution of
eBooks directly from a Publisher



Modern



Scalable



Secure



Executive Summary

A leading publisher required a next generation channel for distributing digital content so as to increase their reach and sales. Mind IT Systems has helped open up a new sales avenue for them by making this possible.

Testimonial

"Mind IT Systems has been instrumental in making us competitive as per the 21st century as now we are able to present cutting edge solutions to our end customers and distributors. We have become far more technologically superior now."

Quick Facts

Client

Company: Prabhat Prakashan

Industry: Publishing

Publications: 5000 - 10000

Geographic Presence: Headquartered in India

Profile: The client, an ISO 9001:2008 certified company, is one of the leading publishing houses in India, specializing in Hindi content.

Objectives

With a glorious history of fifty years of publishing on almost all streams of literature, the client has a humungous repository of Hindi and English books and they wanted a framework using which they can make this whole gamut of knowledge accessible to educational institutions.

Challenges

- Securing eBook content from piracy
- Ensuring only licensed machines use the content
- Distribution of content

Technologies Supported

- .NET MVC
- .NET WPF
- HTML 5
- Javascript
- My SQL

Impact



Efficiency
Distribution reach
Sales



Manual work
Content Piracy

ePrabhat Digital Rights Management

Custom DRM solution for securely providing eBooks to institutes which includes .NET MVC based multi-vendor web platform and windows based eReader to read the authorized eBooks



Details

Client Profile

Prabhat Prakashan, an ISO 9001:2008 certified company, is one of the leading publishing houses in India. They have a glorious history of fifty years of publishing quality books on almost all streams of literature, viz. children books, fiction, science, quiz, humanities, personality development, health, dictionaries, encyclopedias, etc. They have won numerous accolades for excellence in book publication. The client has always been at the forefront of innovation and technology adoption.

Industry Landscape

Indian print publishing market stands at around INR 20,000 crore. There are 9,000 publishers, over 21,000 retailers and 22 official languages, and if you include regional dialects, the total is 1,600.

Of the INR 35,000 crore book publishing industry in India, more than 70% is education publishing. The business in India is growing and the prevalent challenges are demand prediction and payment cycles. To add to this, readership is not growing as we would all like it to. We are not reading as many books as we used to or perhaps the young generation haven't had anything to cheer for after the Harry Potter series.

Books are competing with smartphones and not eBooks as some of us may want to think. The distribution models have changed; more than half of books sold in India are through e-tailers. However, publishing is still a very profitable business albeit the challenges that reflect in the financial results of the industry.

Now the silver lining to it: the print industry is gearing up very well to meet the challenges faced by their buyers – be it breaking long runs into short, faster turnarounds, providing fulfillment by investing in the right kind of equipment and software to ensure delivery of content through various mediums.

Problem Statement

Client wanted to build a platform for making their eBooks available to educational institutions with a vision to spread the light of knowledge. They wanted to develop their own distribution channel for maximum flexibility and to create their own IP while ensuring the licensed content is protected against unauthorized use.

Solution

Mind IT Systems, true to their nature, went all out to propose a complete, integrated system to cater to managerial and end user's needs. We built the solution in .NET comprising of:

- An administrative web panel wherein client team can manage institutes, licenses, authorized machines and books
- An administrative web panel wherein the institution can download books and reader app
- A desktop app to zip eBooks and eReader and setup everything on a licensed machine
- An offline eBook reader for users to read the books

Major features include:

- License management
- Ensuring content is accessible only on licensed machines
- Encryption of all eBooks to protect against unauthorized usage
- Allowing content distribution via both online and offline modes

The team's focus was on being able to handle all complexity behind the scenes through use of technology and offer simplicity at the forefront.

Results

For almost three years, Mind IT Systems has worked with this publishing house in close collaboration to keep solving their business problems through the use of technology. Over time, the client needs have changed and we have been able to flex and support our services in alignment with the business's evolution.

We have successfully delivered various solutions, right from a B2B eCommerce app and web platform to a content management system for a monthly magazine to this one for managing and distributing their digital content.

This particular system, opens up a whole new distribution channel and hence new avenue for sales adding to their business.

We helped our client achieve:

- A modern, yet simple mechanism of distributing eBooks
- Securing their eBooks against unauthorized access
- Greater reach beyond physical boundaries

This project has helped them leap forward in the direction of their policy to make available *Good Books at Fair Price*.

Key Success Factors

- » Security
- » Scalability
- » Industry expertise
- » Thought leadership
- » Close collaboration

About

Mind IT Systems is a leading global organization focusing on solution via Custom Application Development, Product Engineering, Enterprise Solutions, Business Intelligence and Analytics along with Quality and Testing Services.

Our focus is on developing intellectual property for our clients, while working for quick turnaround development and build scalable and robust solutions for our Global clients.

We continuously strive to innovate for our clients leveraging our experience across domains and technologies with unwavering focus on excellence. We build long term relationships with our customers and work towards long term shared goals to achieve satisfaction for everyone. Depending on your needs, Mind IT Systems provides flexible working models of Onsite, Offsite, Full time, Timeshare and Dedicated Offshore Delivery Centre.



Mission

To bring people's possibilities to reality by engineering awesomeness



Vision

Empowering Humanity



Values

- **Reliability:** We are countonable and dependable
- **Integrity:** We say what we do and we do what we say
- **Responsibility:** We are accountable and answerable
- **Excellence:** We do the Best

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