

PREVIEW

WoodWing

The Educational Publishers' **roadmap to digital transformation**

Global publishers prove how technology unlocks revenue and growth - through enhanced efficiency, portfolio diversification, and futureproof workflows

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Introduction

Demand for multimedia content, increasing editorial and production complexity, and downward pressure on resources are just some of the challenges facing educational publishers.

With quality and accuracy paramount in publishers' priorities, it may seem impossible to streamline processes without compromising on standards.

But educational publishers around the world have found the key to accelerating accurate textbook publishing - from shorter editorial cycles to effortless multichannel production - in WoodWing software.

This guide draws on the challenges we've solved for educational publishers - in Britain, Colombia, Germany, Japan, and Portugal - to highlight the strategic and operational value of WoodWing products.

Discover how:

- [Macmillan Education](#) meets growing demand for multichannel content
- [Schlütersche Verlagsgesellschaft](#) leverages DAM for content repurposing and ROI
- [Porto Editora](#) innovated and integrated digital publishing into their workflows
- [Libros y Libros](#) reduced textbook production time by 90%
- [Mitsumura Publishing](#) streamlined editorial workflows to refocus on quality

Whatever your commercial objectives, WoodWing has been a trusted strategic partner to publishers for over 20 years, innovating and overcoming challenges together.

To start solving your challenges together

[REQUEST A CALL BACK.](#)



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Section 1

Current challenges in educational publishing

Operational challenges in educational publishing can quickly undermine your strategic initiatives. Slow production processes can undermine time to market, whilst the failure to integrate digital products into your portfolio causes you to lag behind competitors.

You've told us that you face major issues with process complexity (even calling it chaos) as well as the perennially popular top-down directive to 'do more with less' (but with no practical help to achieve it).

In light of this, it's no wonder publishers come to us with a long list of problems to resolve. Here's our rundown of the top challenges currently facing the educational publishing sector - and some of the ways to solve them.

1. Increasing demand for multimedia content

In educational publishing in particular, you're telling us there's an accelerating trend towards digital content. Readers don't just want you to provide printed materials, they want online resources that support and enhance learning as well.

Your audiences might want digital access to your textbooks, optimized for reading on different devices like desktop, tablet and mobile. Or they may expect additional digital functionality - such as linked video content, interactive data sets, or pedagogic tools like quizzes and online assessment.

Whatever your market demands, you can be sure one of your competitors will be happy to supply, so it's imperative to maintain pace with them. This means meeting customer expectations - with high-quality content across both print and digital platforms - is front-and-centre of many educational publishers' agendas.



'We've seen an explosion of demand for content in both print and digital formats. People no longer just want a physical textbook. They also want to be able to access that textbook online, or they expect tools or capabilities built around that textbook.'

John Taylor

*Head of Business systems
and Operations at Macmillan
Education*

And - before you ask - no, putting your publications online as PDFs doesn't count as 'high quality digital content'. Anyone who's ever tried to pinch-and-zoom to see a PDF on their mobile device will tell you that doesn't cut it!