



Cutting Time-to-Market for Ingram Book Group



Ingram Book Group is a leading wholesaler of trade books, spoken audio and magazines. Ingram provides immediate access to the largest selection of books and book-related products in the industry.

Challenge

Getting Content to Market Faster

The highly seasonal aspect of new product announcements, coupled with tight delivery schedule requirements, challenged the company to get their products onto store shelves in a timely fashion.

Solution

Rapid Content Conversion and Direct Transmission to Ingram's Servers

Ingram Book Company turned to Aptara for its ability to rapidly convert static data into dynamic digital content.

A highly-skilled technical workforce and state-of-the-art integrated production facilities enabled Aptara to offer unmatched turn-around times for converting bibliographic and other metadata elements from catalogs into ONIX records for processing by Ingram's IT department.

With guaranteed accuracy rates for keyboarding and other conversion services, Aptara:

- keyed the data in 5–7 business days
- mined the input documents for all relevant fields described in the ONIX Format Requirements Document
- created file records according to the ONIX 2.0 format and accompanying specific implementation requirements
- transmitted the converted files daily to an FTP site on Ingram's servers

Result

A World-Class Database of Book Products Available for Immediate Release

Aptara's fast turnaround times and highly efficient content conversion services helped Ingram rapidly adapt to the seasonal nature of catalog publishing, while maintaining the same level of quality that their customers expect.

Testimonial

Speed *and* Quality

Discussing the project, Wendell Lotz, Ingram Vice President, said, "We've worked closely with Aptara to create an outstanding database of book products for the North American book industry. Aptara's capabilities have allowed us to conquer the highly seasonal aspect of new product announcements while maintaining the quality formerly produced by our internal associates."



3110 Fairview Park Drive
Suite 900
Falls Church, VA 22042

T: +1-703-352-0001

F: +1-703-352-0005

aptaracorp.com