

# 675 Interactive eBooks in 7 Months: Innovative Content Technology



Founded in 1880 as a small Dutch publisher, **Elsevier** has evolved into a global publishing empire that provides more than 20,000 products to the healthcare, science, and education verticals.

## THE CHALLENGE



For the launch of Elsevier's new Student Consult and Expert Consult portals, 675 interactive medical eBooks based on print counterparts had to be produced in just 7 months.

Elsevier envisioned eTextbooks with rich media, social learning links, online and offline search capabilities, and real-time content syncing across iPads, iPhones, PCs, and Macs.

## APTARA'S SOLUTION

Aptara, which has created more than 800,000 interactive eBook pages using [Inkling's Habitat publishing platform](#), was Elsevier's choice for design and production. Aptara partnered with Inkling to meet the project's aggressive schedule and budget.

Tackling the project required designing a new workflow, processes, and new scheduling and production tools. Aptara developed the custom workflow in collaboration with Elsevier and Inkling, and its content technology engineers created scheduling and production tools (xPublish, Highlight Proofreading, IDMapper, PXED, a table of contents creator, and a Greek entity checker) that:

- Managed the processing and delivery of all 675 titles
- Maximized automation and productivity
- Reduced errors and costs



Aptara's vigilant project management ensured adherence to the new processes while maintaining content quality.

Employing just-in-time process engineering, the project-specific tools delivered the entirety of the backlist at precisely scheduled intervals. All stakeholders could see and edit the status reports, which were shared daily to ensure open and frequent communication.

Templated page designs simplified output. Aptara's team included content architects, who scoped the eBooks' enhancements; CSS experts, who created the custom styles; and HTML5 experts, who managed the conversions. Together, the team designed and developed highly structured content—a necessity for flexible, reusable content.

## THE RESULT



The new technology accelerated production and kept Elsevier's project on budget. It resulted in a three-fold increase in productivity at each step in the production process, and the solution significantly reduced the number of people who had to be hired and trained.

Live production began on July 1, 2013. By January 31, 2014, the project was complete: all 675 interactive Elsevier titles were delivered within the 7-month deadline, and each met Elsevier's strict quality standards.