

CUSTOM PUBLISHING

Innovation all the way

Wolters Kluwer Law & Business, a leading legal publisher in the US, is known for their adoption of cutting-edge technologies to serve their customers. They started using Qbend to deliver digital versions of their casebooks to students as a value-add, in addition to providing a platform for professors to create customized course materials for their students as per the curriculum.



Overview

Qbend's S.N.A.P.SM (a proprietary software application) component is an innovative web-based interface for professors to create customized teaching products by reusing content from their existing books and aligning them with the specific needs of the class. S.N.A.P.SM has a highly simplified user interface and a robust production mechanism to make the whole process of putting together the custom product seamless.

Business Context

Wolters Kluwer has been serving the teaching community by allowing them to create customized courses for their class. However, the process itself took a lot of time - right from the professor making a list of the chapters that he/she needs to include in the custom book, submitting a proposal to Wolters Kluwer and finally producing the custom book. Many resources were involved in this process. The professors were provided a catalog to choose the chapters from. They had to get their hands on a hard copy book to review the contents of the chapter before including the chapter in the custom book. All this changed when Wolters Kluwer decided to use Qbend's product in this area.

Publisher's Note

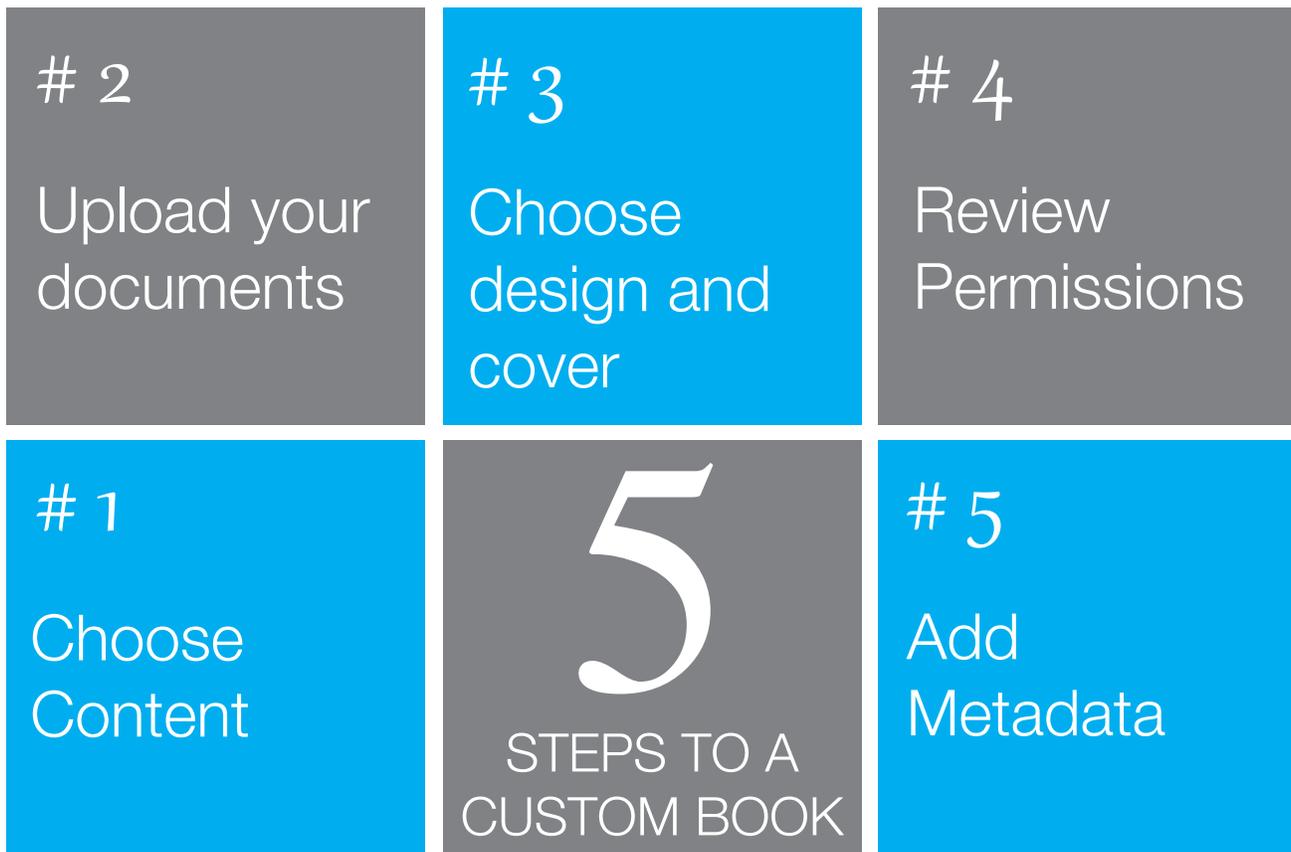
Wolters Kluwer Law & Business has worked with Qbend and its SNAP Engine for the publication of custom publishing projects within Legal Education. Law school professors are constantly looking for economical solutions for their students, while being able to maintain the integrity and high quality of materials for which Wolters Kluwer Law & Business is known. SNAP provides a fully interactive platform that allows the professor to choose from key Wolters Kluwer Law & Business titles: authoritative casebooks, treatises with doctrine and policy, content-rich exercise books, and student-friendly interactive guides; and pair those with the professor's own teaching notes and materials for a completely customized product. The professor is empowered to make decisions on key elements, such as cover design, layout, book format, and glossary and footnote features. Professors have been thrilled to work with SNAP in order to have the ability to teach to materials that complement their unique teaching styles.

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Wolters Kluwer
Law & Business



S.N.A.P.SM: Search, Navigate, Assemble and Publish



Approach

Qbend, through its powerful S.N.A.P.SM engine, created an innovative and extremely user-friendly interface to accomplish the above-mentioned task. It consists of the following steps.

- Wolters Kluwer has loaded its entire catalog of books available for custom publishing in 13 different course areas into S.N.A.P.SM.
- Professors can now search through their entire catalog any time. There is also a built-in preview feature through which Wolters Kluwer delivers the entire book in electronic format for the professor to go through before picking a chapter for his/her custom book.
- With easy drag-and-drop operations on their browser, the professors can choose the content they want to include in their book.
- The professor can also add their own content to the custom book (case studies, exercises, etc.).
- The professor can also pick a design and a cover for the custom book. S.N.A.P.SM produces a consistently uniform look for the custom book despite the fact that the component chapters were picked from a variety of sources and page designs.
- S.N.A.P.SM also enables Wolters Kluwer to review permissions for copyrighted materials and clear them as needed before approving the book for production.
- Finally S.N.A.P.SM also enables the publisher and professor to get a preview of the whole custom book, as well as help estimate the cost of the book.

Benefits

Even within a short time after its introduction, S.N.A.P.SM has proven to be a very effective tool that simplifies the tasks of professors. Several custom books have already been published and are ready for distribution. Some of the key benefits of using S.N.A.P.SM are:

- Simplified, cloud-based and uniform workflow for a variety of products.
- Extremely fast turn-around - what took weeks can now be done in 48 hours.
- Cost benefits for Wolters Kluwer because of production cost savings, reduced resources, faster production-cycle, etc.
- Produces high quality custom books complete with index, table of contents, etc. that look significantly better than current custom books.
- The new custom book can also be published in a variety of formats from print on demand to digital formats that can be accessed through computers and e-book readers

Conclusion

Qbend's custom publishing solution (S.N.A.P.SM) has greatly simplified the professors' processes for creating course-specific textbooks, in a cost effective manner without sacrificing quality. True to its heritage, Wolters Kluwer has once again harnessed a cutting edge technology to increase the efficiency of creating custom books, and hence staying ahead of its competitors.



Qbend is focused on helping publishers in their digital publishing needs. Qbend provides digital delivery options helping publishers deliver digital content to consumers. Qbend also includes a patent-pending component called S.N.A.P.SM that allows publishers to create customized textbooks for specific courses and allows publishers to publish content in different formats from a single source to various devices and platforms. For more information, please visit www.qbend.com.

Qbend

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