

# CASE STUDY: Publishing

## Custom Book Publishing Solution

Custom Book Publishing Zone Provides Customized Books On-Demand

### Challenge

A leading publishing company for the education industry publishes thousands of textbook titles for professors and instructors. However, the content of the textbooks was inflexible. Instructors and their students were often forced to purchase textbooks with excess sections and chapters that would go unused. If they chose to not order the entire book, files had to be manually edited and compiled to shorten the book, which was time consuming and expensive. The company needed a way to:

- Customize textbooks on-demand
- Reduce the costs associated with printing entire textbooks
- Reduce production and manufacturing time

### Solution

CCI/CoakleyTech understood the company's needs and developed and implemented Custom Book Publishing Zone. This eSolution allows professors and instructors to create and order customized textbooks online.

Driven by a database housing all of their publication text, Custom Book Publishing Zone enables instructors to customize publications, easily upload sections of updated information (i.e., forwards and dedications), and order customized publications on-demand. With just a few clicks, instructors can create highly complex textbooks by section or chapter; each version is designed for the instructor's specific needs.

### Results

The tool provides the publisher with the ability to print only what is needed, ultimately decreasing production time and material waste. And once designed, the custom books are printed and distributed within days of the order, rather than weeks or months.

Publishing giants serving the college and university textbook market are currently utilizing Custom Book Publishing Zone. However, custom publishing is gaining popularity among manufacturing companies offering custom engineered products and customized training manuals.

#### Challenge:

Identify an eSolution that allows for custom textbooks on-demand to reduce print costs and reduce production and manufacturing time.

#### Solution:

CCI/CoakleyTech developed Custom Book Publishing Zone to allow professors and instructors to create and order customized textbooks online.

#### Results:

- Custom content reduces amount of material being printed and streamlines book creation for professors and instructors.
- On-Demand printing reduces production time and material waste.
- Reduces turn-around time.

P: 800.332.2348  
F: 262.369.5647  
www.comcom.com  
Hartland, WI  
Milwaukee, WI  
Madison, WI  
Green Bay, WI  
Tempe, AZ