

Case study: Springer Publishing
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Springer Publishing transforms its user experience with a new multi content-type platform

Company

Springer Publishing specialises in content from the nursing, behavioral and health sciences, and medical sectors, with over 100 new text book titles and 20 journals published each year. Their portfolio includes diverse content from professional reference and clinical books, apps, and digital products that support students, instructors, and professionals.

Challenge

The world-leading medical publisher wished to carry out a re-engineering of its digital experience for users; to bring its books program online, support new digital products and content types and deliver a seamless reader experience. The new platform would serve both individual and institutional business models.

Solution

HighWire delivered a step-change in its platform capability, which involved integration of its base content management platform with its user authentication application and e-commerce functionality, to provide Springer Publishing with a revolutionary new way to support users, increase engagement and grow revenue.

A digital transformation project to deliver a content platform that would improve user experience and engagement, manage identity and drive revenues

The Goal

Springer Publishing wanted to move their digital books program online and shift between 30-50% of users online. Their books program had up until now been print only, and Springer Publishing wished to bring all their back catalogue online, and support digital publishing of all future titles.

The books program also needed to integrate with the rest of Springer Publishing's portfolio of journals, so users could make the most of ancillary materials and additional content components such as images, videos, sound files, graphs, tables, charts, PowerPoint and other related content. Enhanced personalisation features were required and new self-service alerts, to help transform the customer experience.

The Problem

Springer Publishing offers varied content types across three diverse sites, and it was a priority to not only provide content management of these digital assets to maximise and bring together similar or related content, but also flexibility around commercial models, to allow users to purchase across content types and collections, whether they are an article level purchase, book, chapter, or manage institutional or consortial access to all their program.

HighWire | Commerce enables publishers to price strategically by setting variable pricing for each issue, article, book, or chapter level. The application provides peace of mind with multiple, secure, PCI compliant merchant gateways, and publishers can stay up to date with real-time HTML reporting to view transactions.

The Capability

HighWire's intelligent platform gives Springer Publishing one single content platform solution that provides users with a radically new level of search and discovery capability. The platform delivers the ability to customize look and feel, integrates with third party software and reports on site usage through industry standard reporting such as Counter, and Springer Publishing has complete control over content loading, reviewing and publishing processes. The platform also provides search engine optimisation, and related content linking, to boost organic referrals.

HighWire Express is a built-in ingestion engine that allows publishers to upload, edit, create and maintain pages through a self-service CMS.

Access control through HighWire | Identity enables Springer Publishing to determine who can see the content without a paywall, and manages access at group level i.e. teachers who have special access to teaching materials or notes. The application also supports multiple authentication methods such as voucher codes.

The Benefit

For the first time, Springer Publishing's book and journal content will be available on a single site, enabling researchers to discover content by topic across both formats on Springer Publishing Connect.

Since implementing the HighWire | Hosting platform, Springer's customers have been able to enjoy unencumbered access to the academic material they require, across a range of publications. With deep-level data analytics ingrained into the solution, the publisher has profited from insights on how to inform publishing processes and incorporate the very best user experiences for their readers.

“When looking for partners to digitise our range of publications, HighWire’s intelligent platform was an easy choice - it gives us the ability to offer up our extensive collection of content to faculty, students and professionals instantaneously and with ease, as well as providing us with valuable insight and data to inform our publishing process. It marks an important step for progress as technology drives demand within the professional and academic publishing sector.”

Pascal Schwarzer, Vice President of Digital Development at Springer Publishing

