Service Changes Everything

Open and semi-open platforms in digital, process oriented publishing

Tools of Change CONFERENCE, New York, 2/12 2013
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Merete Troelsen, Senior production manager
Søren Peter Sørensen, Project manager
Who am I talking to, working with?

Introduction - Service publishing
Relevance? Comments or Questions

Author collaboration platform
Relevance? Comments or Questions

User engagement platform
Relevance? Comments or Questions

Author tool / The internetBook
Relevance? Comments or Questions

Twitter: #tocsce

#tocsce   (@sorenpsorensen)
Introduction

Quick description of the enterprise

Objective
To deliver the best learning materials
… in whichever medium teachers and students prefer

Market
core market (est. 80+ % of revenue): the “gymnasium” ≈ high school
four major lines in Denmark - 2 “general”, 1 technical, 1 business
Close to 1:1 - BYOD
market share: 60%
345135 users - 90+% of students and teachers in core market

Products
64% Printed books - increasing
17% eBooks - stable
9% Websites - declining
10% internetBooks - increasing
Introduction
Quick description of the enterprise

Database publishing
Single source publishing
Multi output platform publishing
Product publishing
Service publishing

Example of internetBook
Worlds of english
http://ibog.woe.systime.dk/
Introduction

Quick description of the enterprise

Distribution
Webshop
Account and license activation key-system

For digital products license activation keys are sent to the customer automatically - activated by each user once
License periods: 3 months - 3 years

People
800 authors
60 external editors

9 project managers and 11 production managers
3 communications managers
2 media producers

20+ in media productions, web development and cloud operations, rights, and contracts, courses, marketing, sale, financial
Introduction

What do we mean by ‘open’?

1. Author collaboration platform (ACP)
   - Google Sites: Open to our own development, modifications by authors and editors

2. User engagement platform
   - Backend: WordPress is open source
   - Frontend: Lab is open for anybody who leaves name and e-mail address

3. Author tool and internetBooks
   - Backend: Typo3 is open source
   - Frontend: internetBooks are open for all with an account while being developed and they are open to diverse, user-centric uses
Introduction
What do we mean by ‘service’?

Service as in “educational materials as a service”

Our internetBooks are services rather than products

- user expectation: content
- user expectation: delivery

- relation: publisher - customer
- relation: author - process - product - user
# Introduction

What do we mean by ‘everything’?

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<th>Writing</th>
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Introduction

Product

Service

Publication (of minimum viable product)
Relevance?

Do you publish services?
Why / why not?

Do you call these services ‘books’?
Why / why not?

Do you see the point - and the future - in service publishing in your market?
Why / why not?
Comments or Questions?
Author collaboration platform

What are the challenges and opportunities?

The author has to cooperate and coordinate
- with other authors
- with an external editor
- with several in-house people
- in complex work flows
- with less well defined phases

In an ACP the author can
- have a focal point for his interactions
- feel co-ownership
- get glimpses of what’s going on in the publishing machine

In an ACP the publisher can
- keep an inventory of the interactions with the author
- share feedback with the author
Author collaboration platform

What have we done?

600+ Google Sites

Coupling to CRM

Coupling to CMS
Author collaboration platform

How does it work?

Rights manager

Media production personnel

Production manager

Communications manager

Financial

Start page

- Participants
- Meetings
- Ideas and drafts
  - Copyright
  - Media productions
  - Content in Typo3
  - Production internetBook
  - Production eBook
  - Production p(rinted)Book
    - Lab
    - Marketing
  - Google Analytics
    - Budget
    - Royalties
Author collaboration platform

Demo: Exoplanets 101

https://sites.google.com/a/systime.dk/exoplanets-101/

Same, shorter: goo.gl/g0zwT
Author collaboration platform

What have we learned?

- Transparency // Cacophony
- Meaningful questions > < Technicalities
- Customization favoring the author(s) > < Standardization favoring the in-house organization
- Building your own system > < Being at the mercy of a supplier
Relevance?

Do you communicate with your authors via e-mail? Does it work? Why / why not?

Could you use some kind of ‘ACP’ to replace e.g. e-mails? Why / why not?

What would be your Top 3 features of an ‘ACP’ to fit your enterprise?
Comments or Questions?
User involvement platform
What are the challenges and opportunities?

internetBooks are **open until publication** - while edited and produced

Even when the internetBook as a whole is published and in use and most of it is closed, new developing chapters and sections can be kept open for comments and user feedback.
User involvement platform

What did we do?
User involvement platform

What did we do?
User involvement platform

How does it work?

Author and editor get ideas

Author writes stuff, produces videos etc.

Author and editor receive feedback

RSS

Lab post → Direct mail

USER

Inform

Invite comments
Ask questions
Ask for votes

Share ideas on use
Share praise

Alert users about changes
User involvement platform

How does it work?

Example

- Author makes an error in databasebook
- Editor doesn’t call attention to or correct error
- Publisher publishes internetBook and printed book with error
- User detects error
- User notifies author in Lab
- Author and editor correct error in databasebook and hence in LIVE internetBook
- Publisher makes next edition of printed book without error
User involvement platform

What have we achieved?

Google Analytics stats for lab.systime.dk
User involvement platform

What have we learned?

- If your authors are not natural born bloggers: Help them
- Find a balance: too short > < too long
- Blog often, but don’t spam the user with your direct mail
- Make agreements on the handling of feedback
- Get your success criteria straight

- Balance between publisher initiated communication versus user initiated communication?
- User generated content?
- Incorporate blog/Lab into the individual internetBook?
User involvement platform

Check out lab.systime.dk

Use browser translate: http://translate.google.com/translate_buttons
Relevance?

How early in your publishing workflow is the voice of the reader or user needed, wanted, listened to?

Are there communities connected to some of your books?
Why / why not?

Could there be such communities?
Why / why not?

What platforms and channels would you use to facilitate a formation of communities and/or feedback from your readers?
Develop your own or use existing?
Comments or Questions?
The internetBook
What are the challenges and opportunities?

How can we provide the author with support and expertise when needed - and get out of the way when not?

What output format is viable for a service Book: user-friendly and yet profitable?
The internetBook
What did we do? Backend
The internetBook

How does it work? **Backend**

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<td>Author writes, inserts, marks up, embeds, proofreads on his own</td>
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<tr>
<td>Author writes, inserts, marks up, embeds, proofreads with some help from production manager</td>
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<tr>
<td>Author delivers text files etc. to production manager - proofreads via frontend editing</td>
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<td>Author delivers text files etc. to production manager - proofreads pdf-export</td>
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The internetBook

What did we do?  Frontend

Biologibogen

Beskrivelse:
Biologibogen.systime.dk er et supplement til Biologibogen.

Her finder du bl.a. alle bogen’s figurer samt en lang række øvelsesværelser.

Medlemsmed:

Fag:
Bioligi

Målgruppe:
SIA

Professionel:
H. C.

Ny lесg på bio.systime.dk

Redaktionen af denne hjemmeiste er afskaffet. Indholdet bliver ikke yderligere redaktionelt opdateret og vi yder ikke teknisk support. En bogversion af det samlede, opdaterede og videreudviklede indhold er tilgængelig på adressen bio.systime.dk.

Hjemmesiden har nedlagt på et tidspunkt, idet der ikke er noget indhold her, der ikke også findes i opdateret og aukortført form i Bogen.

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ISBN: 8715550
The internetBook

What did we do?  Frontend

- Table of contents
- Leaf through buttons
- Notes
- Element IDs and direct links
**The internetBook**

**How does it work?**  
*Frontend*

- LMS
- Note taking tools
- Annotation tools
- Cooperation tools
- Social media
- Other materials
The internetBook

What have we learned?

**Backend**
- If your authors are not natural born content managers with a database mindset: Help them
- Infuse them with the database mindset
- Allow for a period of transformation
- Don’t drown authors with technicalities - but explain the vast potential and the implications of doing things “right” and doing things “wrong”

**Frontend**
- Keep developing and evolving
- Kill darlings - by a strategy
- Think about delineation of the boundary between “your” content and the users
- Make a strategy on API(s) for your service(s)
- Think hard about the price issue
Pageviews/month from Jan 1st 2009
All websites. From august 2011 including internetBooks
The internetBook

Relevance?

What would be your Top 3 requirements for a CMS to fit your enterprise - if you wanted to do service publishing?

If you are already a service publisher: Is your CMS suitable for that? Why / why not?

If you are already a service publisher: Is the output format/formats suitable for that? Why / why not?
Comments or Questions?
When (r)evolving from products to services you

- must develop **strong, long term viable relations with your authors** - ACP
- can **engage your readers/users** in new ways
- must choose a **content management system** and a **distribution strategy**
- must make your **content accessible** in a non user-frustrating fashion
Interesting issues
- not or only briefly mentioned so far

If/When (r)evolving from products to services you probably must:
- make a long term **plan B and C** for the individual projects
- rethink your **author contracts**
- keep an eye on **author psychology**
- revise your strategy for **documentation**
- rethink your **rights management** scheme
- have a strategy on retrieval of **data concerning use**
- have a strategy on **user feedback**
- rethink your **marketing** channels and timing

Office hour tomorrow
1:40 pm - Broadway Ballroom Foyer
The story told in a different way

Indeed as a story - a fairy tale

YouTube: Books in Browsers 2011, Mikkel Ricky, "Ignite"

YouTube: BIB11 Ignite talk #openhorse
Thank you!

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