

HELPING EVERY WANNABE WRITER BECOME ONE

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THE CLIENT

The world's leading supported, self-publishing company, which has helped 160,000+ authors publish 200,000+ new titles.

THE BACKGROUND

Already a self publishing giant, the company wanted to go beyond their strengths and create a new genre – community publishing.

THE TASK

Develop a platform for an aspiring author to completely self-publish eBooks online through a website that facilitates extensive community collaboration.

THE CHALLENGE

Build the world's most supportive writing and publishing community on the web. Integrate a flexible CMS with various other software and tools, to give authors and editorial as well as marketing teams full control over all aspects, via a single interface.

WHY SUYATI

- A **3+** year, fruitful association with the client
- The **Dedicated Global Team** model of outsourcing, which gives clients the remote, while Suyati handles the rest
- **30+** Salesforce developers including DEV 401 certified developers
- **130+** modules with around 1 million LOC on Salesforce delivered successfully

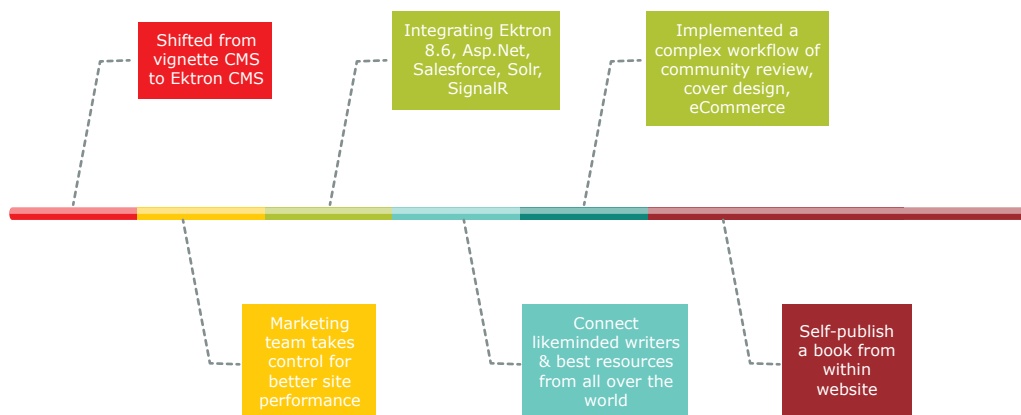
- **20+** Ektron websites
- **50+** Ektron developers including Ektron Certified Developers
- Strong **.NET** expertise
- **75+** .NET developers including Microsoft Certified Developers

THE SOLUTION IN A LINE



An Ektron CMS (having inbuilt community features), with a .Net based back-end integrating Salesforce, Microsoft Commerce Server, SOLR Search, SignalR and other custom features - like the world's first and only online, high-end manuscript editor.

THE PROJECT FLOW



SOLUTION HIGHLIGHTS

Interactive Genre Map

A genre map listing out 60+ categories and sub categories is available both for authors to slot their book into, and for buyers browsing through the book store. The starting point is a visual of all the categories on a map, which leads to the books, discussions and authors related to the genre.

eCommerce Support

Authors can sell their books through the site, as well as through vendors and partner channels. All sales are automatically recorded, and monthly sales reports are sent to authors. The entire support system was created on Microsoft Commerce Server 2007, and the records were collated with Salesforce.

Advanced Search into Forums and Discussions

Implemented with a highly customized version of Solr Search, authors can search both forum topics, as well as forum content, for a word or phrase. The advantage of Solr Search is that just a vague idea is needed to start the search process, and the search module helps the author zero in on exactly what they are looking for.

Real-time Connection Request Notification Between Members

Any time an author sees another author online, and would like to make a connection, she can send a request and a connection request pop up appears instantly on the other author's screen. This was done with SignalR technology.

Responsive Design for Accessing from Any Device

Implemented with bootstrap and Ektron, the site is designed to be accessible from any device, anywhere in the world.

Recommend/Invite an Author to connect with a friend

If an author feels that any two of her contacts would benefit from interacting with each other, she can invite them to make contact.

Collaborative Peer Review System

The unique Collaborative Peer Review System allows authors to get manuscripts reviewed by community members on multiple versions of manuscripts. They can invite other community members to review their book, or even just a chapter. Further, each review is public, and innumerable community members can pass their comments on each review.

Manuscript Editor

The site has the globe's first, and perhaps only worldclass online manuscript editor. It uses a version of CK Editor that's so highly customized that it is far removed from the original, and offers unmatched features like being able to edit 500 pages at one go. It can accept multiple formats like MS Word, PDF, etc., and highlights errors, including formatting ones in the EPUB format.

Cover Designer Tool

The site has an online tool for designing book covers. Authors can pick from a library of images, or upload any other image of their choice, and modify it to suit their design. Fonts and logos can also be changed.

Multiple Vendor Options for Distribution

Authors can choose from multiple vendor options like Amazon, Barnes & Noble, etc., to distribute their book. Each vendor has different conditions, and the proceeds from the sales are automatically updated to author's account. Monthly sales reports are generated, and quarterly payments are made automatically.

RESULTS

Ease of site use/integration combined with editorial and marketing out-reach efforts nearly tripled membership in 2013 and exceeded all positive metrics (page views, time on site, unique visitors, etc.) while lowering negative metrics (bounce rate). Users have shared how much they love the new functionalities and how the site has helped them achieve their life's goals. A total of 13,923 authors have registered on the website, and 258 books have been published in 780 production formats.



About Us

Suyati is a young, upwardly mobile company that's focused on delivering niche IT services that support myriad Digital Engagement strategies. Our solutions include integration and partial delivery of CRM, CMS and eCommerce services to suit your unique requirements.

When it comes to Ektron, we are a Featured Implementation Partner, and have developed 20+ cutting edge websites, including optimized websites that handle 90,000 users per minute. Our team of 50+ developers including Ektron Certified Developers have developed innovative solutions in Ektron, and have expertise in Framework API, automated content management, community features and more. We have also developed DXH connectors that are offered along with Ektron, with more waiting in the pipeline.

As for Salesforce, we are an AppExchange partner, and offer top-notch solutions in customization, development, migration, and integration. Our team of 30+ developers - including DEV 401 certified developers, who've created around 1 million LOC - deliver pioneering, out-of-the-box solutions, which often end up as industry benchmarks.

To learn more visit: www.suyati.com/services

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