

## Leading STEM publisher adds value in its author service offerings.

Reinforcing the brand of a major publisher brand and service on a truly global scale



### Customer:

Leading publisher of STEM books and journals

### Industry:

STEM publishing

### Challenge:

Continuity of service, improve reach in China, sustainable business growth

## Customer Use Case:

This leading publisher had a facility in place to offer author services to its authors. They decided that they wanted to increase the visibility of the service to improve usage, particularly in key markets such as China. They were also keen to expand the range of services offered to their users and increase sales overall.

### Challenge:

The publisher was looking to partner with a vendor that could offer the technological infrastructure required to provide fully featured websites, a complete suite of e-commerce solutions, integrate with the publisher's legacy processes and systems and with a strong understanding of doing business in China, ideally with a local presence in the country.

### Benefits:

- > In-depth understanding of doing business in China
- > Local invoicing
- > Experience in providing author services for some of the world's leading STEM publishers
- > Wide range of services available in the product menu.

## Solution:

Enago's white label service was the perfect match. Within just a few months of contracts being signed Enago launched a brand new publisher-branded website in four languages with Enago providing all backend services and support whilst ensuring zero disruption in service.

Moreover, by being a company that is already registered in China Enago was able to host locally, accepting payments in RMB and making it much easier and quicker for the author in China when purchasing services from the publisher.

Enago was able to integrate seamlessly with the customer's own systems to provide single sign-on for authors.

**Very quickly, the publisher was seeing sales in excess of anything it had previously generated.**

*“ In our search for a new vendor, Enago very quickly stood out as a cost-effective solution with the international marketing expertise to reach our global customers. We were especially pleased with Enago's experience doing business in China, and we are excited be partnered with a company that has the resources needed to expand our services in that market. We look forward to working with Enago to provide many years of high-quality editing services for our authors. ”*

## Conclusion:

This is Phase I of the project to offer enhanced author services for this important publisher. Over the coming months Enago and the publisher will work together to explore a range of new services and product options to add even greater value for both the author and the publisher.

## Contact Details:

Tony O'Rourke, VP Partnerships Enago, [tonyo@enago.com](mailto:tonyo@enago.com)

Rajiv Shirke, VP Global Operations, [rajivs@enago.com](mailto:rajivs@enago.com)

[www.enago.com/publishers](http://www.enago.com/publishers)

