



## CLIENT NAME: MCGRAW HILL/PARTNER WITH COGNIZANT

McGraw Hill is a leading educational publisher that develops traditional and digital educational content and learning solutions for post-secondary and higher education markets worldwide.

### CHALLENGES:

McGraw Hill desired an innovative custom publishing platform that would grant instructors unprecedented control and customization of higher education classroom content. They wanted to replace its existing native system with a dynamic intuitive web-based system so that it can be more accessible and user-friendly. The system would be based on XML database to manage content to support its dynamic business operations.

### SOLUTIONS:

Akvarr helped McGraw Hill by developing a back-end order processing and workflow system for custom books. Our in-depth knowledge of the company's systems, as well as our understanding of its business imperatives helped us to implement a web-based publishing platform by using agile methodologies and industry-standard frameworks. We developed a web-based custom publishing platform to enable a rich user experience. The majority of application components were comprised of J2EE-based customer-facing order processing system, custom JMS workflow and Mark Logic integration API plugins.

### RESULTS:

Akvarr helped McGraw Hill achieve rich student interaction, which lead to increase in customer experience by 240%. Also, this upgraded web based system allowed McGraw Hill to maintain it's first-mover advantage in the custom publishing industry, and allowed them to increase time to market of new products by 39%.