

Case Study

Automating High Volume Content Transformation

Magic
EdTech

The Client

The client is an aggregator and receives content from multiple publishers.

The Challenge

The task ahead of the client was to convert disparate file formats into uniform ePub 3 files and ingest them seamlessly into their platform to distribute them further. A manual approach would have cost them millions of dollars so they approached Magic to automate these conversions.

Critical Success Parameters

- ✓ Managing large volume of content of around half a million titles - all present in different PDF and Word formats.
- ✓ Short timeframes for conversion of all files to ePub3 format.
- ✓ A simple PDF to ePub converter wouldn't work since there were multiple legacy PDF file formats involved here.

Our Approach

- ✓ Spent 2 weeks onsite to evaluate different inputs and talk to stakeholders and understand their challenges.
- ✓ Evaluated the end platform to understand the nuances of ingestions.
- ✓ A team of content and technology architects worked on multiple automation frameworks too derive an optimal solution.
- ✓ We piloted 600 books using the tool to validate the approach and help instill confidence in the customer.



Key Result Highlights

80% cost saved

2 Weeks conversion
time frame