

Case Study

Helping a US Publisher Expand Its Business To China

Magic
EdTech

The Client

The client is a leading US PreK-12 publisher dedicated to increasing literacy through thoughtfully designed resources.

The Challenge

The client was looking to expand their business to China. Given the dynamics of the Chinese market and the regulatory requirements as it relates to technology and data, they were looking for a platform to help them deliver their products into that market with ease.

Critical Success Parameters

- ✓ Meet the regulatory and data requirements of the Chinese market.
- ✓ Deliver online and offline digital products to students and teachers seamlessly.
- ✓ A multilingual Mandarin & English experience on the platform.

Our Approach

- ✓ Customized and white-labeled our proprietary product, MagicBox to match the branding guidelines of the client.
- ✓ Provided a multilingual experience for teachers and students for a superior learning experience.
- ✓ Used AWS China instance in addition to following other local regulations to stay compliant and secure.
- ✓ Created a revenue share model.



Key Result Highlights

80+ Apps Tested

100+ eBooks Tested

30% YoY Cost Reduction