



Case Study

Print publishing systems integration

A university-affiliated publisher was experiencing difficulties in integrating the various components of its program of books, journals, and other products. The current systems and processes were neither sustainable nor scalable, and the publisher requested an evaluation of how their print program could be simplified, streamlined, and integrated to allow them to effectively manage the current business and then grow it to reach new markets both within North America and globally.

GOALS

The assessment included a review of the entire program, identifying both weaknesses and potential strengths, and outlining an incremental approach to getting the business to a sustainable position. The goal was to simplify and streamline the publishing infrastructure to allow it to maintain the existing program and then, once sustainability had been achieved, to provide the foundations for future growth.

APPROACH

Maverick undertook this work in two phases. The first phase involved a discovery process and SWOT analysis. This was followed by a landscape review of options and recommendations that were presented in an incremental approach that minimized disruption yet provided a roadmap to achieve the goals.

RESULTS

The client accepted Maverick's recommendations and is in the process of transitioning to the new systems according to the roadmap and timeline provided.

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