



LUMERIC™ Project Summaries

Project Type:

Business Strategy; Shift to E-media from Print

Sector: Educational Publishing / B2B Media

Company Size: \$500M +

Company Position:
Market Leader

Client Level:
President

The Critical Decision:

How should an educational publisher position its emerging e-media platform and distribution channels to offset declines in print sales and capture market share in the transition?

The Answer:

Client should adapt platform to cater to the specific needs of the segment of customers that prefer to buy full e-collections direct from publishers and work collaboratively with distributors on accounts that prefer to acquire e-content via aggregation / distribution

The Discussion:

The client was a recognized leader in providing educational content to the customers it served. However, in the transition to e-books, customers were looking for a greater level of efficiency in title use leading to fewer titles purchased and a lower overall price per title / collection. Management was looking to identify strategic opportunities in this transition to preserve revenue and enhance margins.

Through a series of 25 in-depth qualitative interviews with customers, Lumeric determined that the client's titles were a must have for the majority of collectors, collectors would drop other publishers to maintain their collection and that direct share capture / margin growth could be achieved by targeting a segment of customers that preferred to move away from traditional relationships with distributors and source e-content direct from the publisher. 
