

End-to-end **Project Management of a High-profile Title Refresh**





Project managing a high-profile Higher Education (HE) title for both print and digital

In a highly learner-centric learning environment, access to education content across multiple touchpoints is critical for an educational product for its widespread adoption and commercial success for content producers.

For one of the world's leading higher-education learning resources providers, a prestigious title used as a core instructional material by millions of students needed a complete overhaul and digital-first approach across the entire content.

Business Requirement

The client was undergoing a major reorganization across their entire business and needed an expert team with hands-on experience in digital-first content development and a robust project management capability to handle one of their prestigious higher education products.

The project scope included core content upgrades and numerous new digital assets for a new content delivery platform as they were facing disruptions in the market:

- Education systems worldwide have experienced continuous disruption, with technology at the center of the teaching-learning journey.
- The education industry was undergoing a rapid transition from a classroom-only setting to a completely online and hybrid learning environment.

Integra's Approach

Integra collaborated with the customer right at the start of the project scope. Armed with market feedback from the end-users on the existing product and expectations, Integra's project managers handled the entire project by developing:

- A scalable delivery framework and an expert project management team was formed.
- A lean budget and resourcing model, keeping in mind maximum reuse of assets.
- Close collaboration with subject matter experts and the client's team, to improve instructional strategies and design to avoid rework.

Integra successfully delivered the project on schedule and within budget.

Outcome

The timely launch of a reimagined and highly interactive future-ready learning product fetched positive feedback. The client also reported improved end-user adoption rates of the product thereby increase market share.





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● ● ● ABOUT INTEGRA

Integra is a trusted partner in Business Process and Technology Services for many leading organizations worldwide. With a focus on providing end-to-end solutions for digital content, learning services, and content workflows, we help our customers realize transformational business value.

For more information, please visit:

www.IntegraNXT.com

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