infogridpacific

AZARDI
CONTENT FULFILMENT

AZARDI

CONTENT FULFILMENT

DELIVER YOUR CONTENT EVERYWHERE UNDER YOU

The State of Digital Content

You need to get your content house in order and ready for the future now. The young now demand digital content. We are in an age where people have learned to prefer reading from a screen to reading off dead trees.

Publisher content is changing. Print is still very much alive but needs to become part of your digital content strategy.

Digital content production and delivery is a market noise machine. There are a hundred solutions for digital content format production and ebook format delivery. The problem is they largely create proprietary formats and none of them work together; by design!

EPub2 had some compromise interoperability. EPub3 is a growning nightmare for content production and distribution, and there are dozens of oth

Jus

Adobe Tools

Many of the people doing print production use InDesign. Adobe have been adding features to InDesign to make it possible to export ePub2 formats. But ePubs for what? It is a classic case of what works for print, shouldn't be used for digital books.

Amazon

Amazon have their yesterday Mobi/KF8 formats with very limited extensibility or interactivity. Once you commit your content to Amazon it is locked into their reading systems, and their price control.

Apple Tools

Apple promote iPublish, their own custom format, for textbooks and even childrens books. It only works on iBooks and you have to give Apple their 30%. It is another graveyard for content. They sort of support ePub3 with a limited feature set. You have to create Apple ePub3.

Google

Google have a never ending roll-out of things which more or less imitate the desktop. Google play is well named when it comes to eBooks

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UNDERSTAND THE PROBLEMS AND THE SOLUTION

Business with Digital Content

Digital Content Publishing is different. The current batch of eRetailers serve a business purpose but are just one option for getting your content to your readers.

If you want to have control over your content and sell it directly to your consumers it is a very steep hill to climb. This is made more complicated with the requirement for content security against theft or misuse.

You have a choice of delivering to a single, simple device like Adobe Readers, Kobo, iPad or Kindle and ignore all the other devices...

...or you use AZARDI:Content Fulfilment complete with ePub reading syst

The Problem

It is a big challenge to sell directly to your reading public. Making a bookstore with a catalogue of your books is the easy part.

Delivering the content to reading systems on different platforms and devices is a whole new challenge. And you want to ensure the security of your content at all times.

You need reading systems that are available on any and all desktops and any and all mobile devices. There are literally hundreds of devices and screen sizes out there to be handled.

So do you deliver to a single, simple device like iPad or a Kindle tablet and ignore the other markets, or do you use AZARDI?

The Challenge

With todays digital content consumer fulfilment models publishers are the servants of Amazon, Apple, Kobo and other bookstore device channels. That's fine. Keep using them. But every publisher, or publisher consortiums should be selling and delivering their own content.

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DELIVERING CONTENT DIRECTLY TO YOUR CUSTO

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On all devices (And

No middle-man

No one taking their commission

No one irrationally books

HOW

IS IT DONE?

You have a system with four technology components that work seamlessly together. It's called **AZARDI:Content Fulfilment** (ACF).

It's big, it's powerful. It's affordable and available now.

All the parts are available to get selling your content. All you have to do is provide the bookstore interface. All the rest is done.

The powerful suite of APIs lets you get into the direct and controlled content delivery business without team

A Bookstore

You need a bookstore, or a secure content access portal where your consumers purchase or select their books. You need to be able to integrate with existing resources or deploy something new based on your business requirements

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Rights Management

You need ACF recording, tracking and controlling all content agreements between your purchase interface and the system, and the customer's reading systems and your content.

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Let us explain each of these with a little more d

Bookstore flexibility

The flexible APIs allow you to create the bookstore you want. An
doesn't even have to be a bookstore if you need to deliver your

SELF
Publisher Online Bookstore

SELF/ACF
Bookstore Panel or ACF Integration

Small

YOUR OWN BOOKSTORE

For publishers with an existing bookstore selling print copies and/or linking to eRetailers.

ACF is taken as a full license. SaaS model does not apply.

You provide your own eCommerce and payment gateway

ACF provides content fulfilment services with API integration

Rights agreement management is controlled by ACF

WEBSITE TO BOOKSTORE

For publishers with an existing website but no book selling capability. ACF provides API integration to existing catalogues or an independent sales catalogue panel and fulfilment services.

ACF provides user account management interface, services and rights agreement management.

You control eCommerce and payment gateway services.

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INTEGRATE DIGITAL CONTENT SELLING WITH EXIST

Agreement Management

ACF uses an Agreements Management system to control access to your valuable content. It's like DRM but

more secure, more user friendly,

and more publisher business

enabling.

At Purchase Time...

When a sales transaction is complete ACF registers the Agreements. In a portals based system this could be as simple as a user clicking for access to a document. The same agreements process is triggered.

There is an agreement made for every format to every device, so if a transaction was for three formats for one book, three separate Agreements are created because the ACF Agreements engine has to manage every book on every separate reading system.

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You make an offer from

The AZARDI Readers

The Reading systems are licensed with AZARDI:Content Fulfilment at no cost to the licensee.

You can white-label brand your readers. That's what freedom means. Freedom to get your content, to your readers with your brand up-front and centre.

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The Features

The AZARDI reading systems are the most fully featured ePub3 reading system available today. It conforms to more specification features than other major systems such as Apple's iBooks and the IDPF Readium project.

The unique user interface makes it suitable for serious education and academic content. It is designed for fast customization on a per-book basis to allow the reading experience to be set for the content/device combination.

The Platform

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AZARDI Readers work on **Every** screen size

YOUR BOOKS, FROM YOUR BOOKSTORE CAN BE REA

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Upload your ePubs

Uploading your ePubs is a simple drag and drop process. Drop your ePubs into the interface and everything is done for you. No strange eRetailer loops to jump through.

When you drop an ePub into ACF it immediately processes it to delivery packages for the desktop, mobile platforms, online viewing and watermarking. You
don't need to do anything.

You can also bulk upload books to an FTP location. This is especially useful when first setting up a bookstore, or if you have many new books every month.

On Upload

First ACF validates your ePub. If it is not a valid ePub2 or ePub3 and does not have a cover, it is instantly rejected. Sorry but this is a live commercial system. No junk allowed.

Once validated your ePub is processed into multiple deliver packages optimized for each target reading device.

You can independently set the online preview sections of your ePub.

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SIMPLY DRAG AND DROP YOUR EPUBS AND ACF

Productize your ePub

To turn your ePub into something that can be sold as multiple different formats for multiple different reading systems, you simple productize your ePub.

That means putting a price on your book by formats, and establish the salesoffer rules such as nu of downloads per format. Any can be made into multiple prod

Basic metadata is extracted fr the ePub on import, but you ca your own special marketing blu in the product metadata and e add a special promotional cove

Soon product options will include subscription and borro as w su

Watch this space!

Pricing Options

You can sell individual formats at individual prices in any combination; or any combination of formats at the same price. You can even create packages of formats and sell them as a single product.

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Products to Catalogues

If you are using the ACF bookstore, your books are organized into catalogues for browsing and discovery on your bookstore.

If you are integrating it into your existing website catalogue or bookstore then your book organization and presentation is your own business.

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A product can be mapped to any number of catalogues so it can appear in the Best Sellers, Most

YOU MAP YOUR PRODUCTS TO CATALOGUES AND T

Purchasing a Book

Everything's live. Your bookstore has books waiting to be purchased.

The purchase of ePub books from a single source that delivers to all platforms is a little more complex than a normal bookstore. There are options the customer must select. Those options were set when you productized the ePub.

With AZARDI the offer terms are up front and centre. The number of downloads and price per format are easy to see and understand.

Remember also that AZARDI delivered books are not restricted to a single device, or limited interactivity devices. They are designed for education, training and learning content up-front.

That means they can contain sig... muc...

Purchasing any book for a specific device or combination of devices is easy. The customer can preview selections of the book online.

Then it is just a matter of selecting the required formats. If you have productized with separate pricing the purchase price builds up as formats are selected or deselected.

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THE CUSTOMER PURCHASES THE BOOK THEY WA...

Formats to Readers

Your wonderful customer has made their purchase and wants to read their exciting new book purchase.

They download and install AZARDI (or your branded version of AZARDI) on their choosen device.

They login to their account from their device and their personal purchase catalogue is loaded or updated.

They can now download the books and start reading. Anytime, anywhere.

If they make new purchases they just have to refresh the catalogue and download the new books.

Each book can be customized for reading on the customers specific platforms or devices so they have the best content engagement experience. All user presentation choices are of course saved on a per book basis.

It's Closed Channel Content Delivered

It's that simple. The content is securely stored in the AZARDI reading system application and ready for instant use anywhere.

Remember that AZARDI is designed for better education content in ePub3 format s... you can produce your content withou... it being tied up in a proprietary appli-cation with defined interactive comp-onents and limitations.

Give the Us...

There is a lot... there. We giv... specifications... print. Give a... free books...

YOUR CUSTOMER DOWNLOADS THE BOOKS ON TH...

Technical Info

APIs

AZARDI:Content Fulfilment has a rich set of APIs to let you integrate your catalogue or bookstore with ACF.

You can leave all the transactions on your bookstore server and only use ACF for the agreement management and controlled channel fulfilment of your valuable content.

The APIs allow communication between your bookstore and ACF and the customers reading devices for catalogue and book downloads.

The API documentation and example implementations are available at any time.

Road Map

AZARDI:Content Fulfilment has a large number of new features currently in development. Features that substantially change the digital content delivery world for many publishers.

Collections

On the next release you will be able to combine books into collections and sell that collection for a single price. A collection could also be a set of books and resources for a learning program.

Courseware

The Courseware extension module allows you to directly present a dynamic suite of content for a course, form/grade level and more. The content in a course can be changed at any time and content access is strictly controlled.

LMS Lite

When a full LMS system is too heavy, cumbersome and hard to learn, the AZARDI:Content Fulfilment LMS Lite module lets you add learning group communication, test submission and a lot more.

Subscription

Subscriptions for education the content duration. AZA subscription

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ANY WEBSITE CAN DELIVER EPUBS ANYWHERE WIT

...and in Conclusion

AZARDI:Content Fulfilment enables publishers to deliver their content, to their users directly. No eRetailers, no middle men. You keep all the money.

With AZARDI:Content Fulfilment no-one is buying into your business. You purchase a license, or a Software as a Service license and connect to your own payment gateway. You publish, we develop great technology.

Content can be delivered as an independent bookstore, through your site or through controlled access portals. It works for book publisher and enterprise publishers who need controlled channel content delivery to their users. If you don't need e-commerce, you simply don't use it.

AZARDI:Content Fulfilment is the only complete independent and secure ePub content delivery system available. When you use AZARDI and ePub control. There is nothing proprietary about it.

Designed for Edu

AZARDI:Content Fulfilment ha education, learning and trainin of importance.

The reading systems have be reflowable and fixed layout co means you can deliver high-q everywhere it is needed.

In addition to Internet and netw be converted and delivered or on local workstations where In or are too costly. Your conten

GET IGP:Digital P

IGP:Digital Publisher is the m production solution available ir make your ePub 2 and ePub 3 AZARDI:Content Fulfilment.

**LEARN MO
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AZARDI CONTENT FULFILMENT. SECURE DELIVERY

More Information

Tens of thousands of books are delivered by AZARDI:Content Fulfilment every month. Why not add yours?

License

AZARDI:Content Fulfilment can be licensed and installed in your own premises or in the cloud. It is your choice.

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Sales

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