

iD8 Publishing pioneers a new service with NVivo 8

Marion Waldman founded iD8 Publishing Services, Inc. in New York to bridge the gap between editorial and marketing practices in the education and scholarly publishing field. Four years later, she's breaking new ground again, this time with a technology solution for content management and analysis. Marion's adoption of qualitative data analysis software NVivo 8, has pioneered the first and only service of its kind in the publishing industry. What's more, it has delivered a new income stream for iD8 that exceeded Marion's original revenue prediction in just two months.

Finding her niche

Marion Waldman was no stranger to the publishing industry when she founded iD8 in 2005 – she'd spent the previous 20 years in educational and scientific publishing, working in sales, marketing, product development and editorial roles. She knew the industry was exacting, the projects large and often overwhelming for their authors, and that there was a "disconnect" between the editorial process and market intelligence.

From the beginning, Ms. Waldman's approach to publishing projects was based on the premise that editorial and marketing were integrated functions that were most effective when approached in tandem. She quickly identified a gap in the market.

"One of the ways I found my niche was by looking to address something that had always been an issue for me in publishing – the volume of peer reviews and competitive information that were not easily organized or synchronized or used, and in effect wasted," she said.

"When I started iD8, I looked for ways to solve that. Initially, I did this by hand...for instance doing weighted analysis early on in the publishing process to put some order to major market criteria. Over time what I was looking to come up with was an online system that could manage large amounts of qualitative data, and add value for clients."

Trialing qualitative data analysis software as a solution

In 2009, Ms. Waldman began trialing qualitative data analysis software programs as a potential solution. She compared three products – a bespoke program, a mainstream analysis program, and NVivo 8, developed by QSR International. After working with a free trial version of NVivo she settled on the software and began integrating it into her services. iD8 specializes in scientific, health and medical publishing, and one of the first clients Ms. Waldman used NVivo with, was global publishing giant Pearson Education.

"We were working on an editorial review and had a conference call coming up with the authors just before a long weekend. It was a contributed text book, we had all these chaotic reviews, and typically the calls tended to meander with no direction," Ms. Waldman said.

"We'd just started using NVivo 8, and I literally set up chapter reports in the software and coded the reviews, content and anything else they'd sent me on the project. I was able to get everything organized by chapter, zipped the files and sent them to the authors and we had this great call, because everybody knew what to do with all of the feedback we had on each of the chapters. It was a simple and quick solution – not rocket science – but it gave each of the authors a roadmap to move forward with the project."

Taking content analysis and mapping to the next level

Ms. Waldman quickly saw the commercial application for her business and developed a new online service for clients focusing on content management and analysis, and content coding and mapping. Both rely on NVivo 8, which is designed to work with all types of qualitative data, from text and PDF documents, to audio and video files.

Depending on the project, an iD8 project manager will upload and organize content within NVivo. Using the software's coding, query and mapping functions, they'll analyze the data to extract patterns and themes in the content, and provide editorial guidance or market intelligence insights for clients. The service is believed to be the only one of its kind in the publishing industry.

"We integrate editorial and marketing through our online service. NVivo 8 allows us to collect, maintain and analyze reviews and competitive information throughout the life cycle of a product and beyond," Ms. Waldman said.

"The focus of our service is on outputs; customized, targeted reports that provide authors with better editorial guidance and clients with tools for more strategic decision making. We're not aware of anyone else offering this type of service."

Improving the management of large projects

Ms. Waldman said the integration of NVivo 8 into her business has not only delivered a new revenue stream, but time savings too. Where previously her team would spend hours cutting and pasting content to deliver insight, NVivo does this for them through auto-coding, and by identifying key words, themes or relationships in the data.

"There's a lot of disconnect in the publishing process. You might have a psychology project with a text book, five online courses, CDs and lecture notes. There can be all sorts of assets that go with it and [outside of NVivo] there's no real way to synchronize it and look at it as a whole without sitting down and spending hours cutting and pasting," she said.

"What we do can now within NVivo is store all of the learning outcomes per chapter, and then tie it to all the online assets and any other type of content that possibly goes along with the learning outcomes.

"There's a big time saving in that process and it means we can spend our time making the information more meaningful, rather than spending it on cutting and pasting. It delivers better product development and also gives us the ability to hand over customized reports. So if someone is hired just to write the PowerPoint or instructional materials on chapters 18, 15 and 20, all of the content related to various learning outcomes is there, in one place.

"A lot of our clients are excited about how we are using the technology to manage for co-learning outcomes. It's as popular and as well received by our clients as our peer review management service."

Gaining a competitive advantage

Ms Waldman said the new service has proved popular with clients, but points to benefits for her own business too.

"We've just completed a typical content review on a project in the assessment area. We were reviewing chapters, but we could see that the client was trying to get their arms around where their product fitted in the marketplace, as well as a lot of trends in the market itself. So we set up separate reports for each of their competitors, focusing on their strengths and weaknesses. We then collated these custom reports to provide insight into opportunities and issues across the entire market space," she explained.

"That delivered unexpected value to our client, and it was also advantageous for us because we now have all of this competitive information. It means if we get hired in the same market space again, we can say one of the advantages of choosing iD8 is that we can combine both the existing and new data in NVivo to provide greater insight than if we approached their work as a stand-alone project."

Ms. Waldman has now taken this a step further, hiring a dedicated NVivo 8 project manager. At the start of each project, the iD8 team anticipates everything their client is going to ask them or may benefit from knowing in the future, and the project manager sets up a complementary structure within NVivo.

"This approach means we're already one step ahead of the competition in not only collecting the information, but delivering intelligence through customized reports," she said.

A bright future

Through her use of NVivo, Ms. Waldman has created a new service in the publishing industry and a new revenue stream for iD8 Publishing Services. With her sales predictions already realized, Ms. Waldman is now focusing on how to better integrate NVivo with her online client tools.

"We've only been using NVivo for a short time, but we've already hit our sales number and met our goals for the year in terms of what we wanted to do with it. That's exciting for us," she said.

With a team of 15 and plans to integrate new services at iD8 in the near future, there are no signs of slowing down. In fact Ms. Waldman points to 15 new projects starting in January 2010, all of which will use NVivo 8.

"We really see this as the first step. In terms of the company's future, I anticipate the content analysis and management services will encompass 65 - 75% of our business going forward. It's where we're evolving as a company."

About QSR International and NVivo 8

QSR International is the world's largest qualitative research software developer and has offices in North America, Europe and Australia. More than 400,000 users in 150 countries use QSR software, from universities, government bodies and market research agencies, to tourism, urban affairs and human resources professionals.

QSR's flagship product – NVivo 8 – allows users to upload and analyze video, audio, images and text side-by-side. Users can organize and classify thousands of pieces of information; examine complex relationships in the data; and, combine subtle analysis with linking, shaping and searching. Professional models and charts can also be created, and NVivo project files and results can be shared via mini websites – even with those who don't have NVivo. While data in any language can be imported into and analyzed in NVivo 8, users can choose to work with English, French, German, Spanish, Simplified Chinese or Japanese interfaces. Find out more by watching the NVivo video on QSR's homepage: www.qsrinternational.com

About iD8 Publishing Services, Inc

iD8 Publishing Services, Inc. provides innovative editorial, marketing and technical solutions to educational, STM (Scientific, Technical, Medical), and scholarly publishers. Services range from market and product planning, encompassing the early part of the publishing process through to product development, copyediting, proofreading and supplement management. Writing services, copyediting and proofreading are offered through iD8's partnership with Triple SSS Media Development, Inc. This unique partnership combines the expertise and resources of both organizations. The result is a complete range of high quality publishing services and a pool of the finest educational publishing professionals. Information: www.id8publishing.com, www.triplepress.com