

SPRINGER NATURE

CASE STUDY

Strategic partnership with Springer Nature to become a technology services provider focusing on systems integration, streamlining, and improving workflow for teams after company merger

Springer Nature

Springer Nature provides high quality science and education content as well as innovative digital products and services to students, teachers, and researchers around the world. With operations in more than 50 countries, they had multiple applications supporting the publishing, production, sales and marketing functions.

In 2013 they decided to select one technology services provider to support, optimise and enhance these systems. Ribbonfish won the contract and were entrusted to provide these services.

The problem

Springer Nature had acquired a substantial part of Macmillan Science and Education (MSE) and all the internal systems. The drivers for the project were to increase efficiency, rationalise the number of vendors and reduce costs. These objectives followed a reorganisation including the centralisation of the technology teams providing advantages of scale and the opportunity to unify processes.

The myriad of systems within MSE were of differing underlying technologies which meant finding a supplier with technical breadth and a wide-ranging knowledge of publishing solutions: functionality, data and processes.

The solution

Following successful partnerships on previous projects Ribbonfish were engaged to provide consolidated support services for MSE.

The applications supported span the publishing lifecycle:

- Title Management
- Investment Approval
- Production Estimating
- Production Scheduling
- Rights Management
- Marketing Solutions: web sites and book covers portal
- Salesforce CRM
- Configure Price Quote (CPQ) Solution

The services that Ribbonfish delivered included:

- Process alignment
- Run books and technical documentation
- Problem diagnosis
- Incident Management
- Problem Management
- Service level Management
- Request fulfilment
- ServiceNow ticketing
- Monthly reporting and analysis on trends

The outcome

Ribbonfish has provided Springer Nature with the flexibility and bandwidth to focus on strategic projects separate from the support processes and services. Having one vendor to partner with has simplified and streamlined management overhead.

Ribbonfish's deep knowledge of publishing processes, data and applications has provided a valuable service to the business enabling rapid understanding of the issues and quick resolutions within the service level agreements. The initial engagement was a two-year contract which has continued to the present day.

In addition to delivering support services Ribbonfish has engaged in a proactive partnership that has optimised the existing systems. We have engaged in consultancy services and been commissioned to develop CRM solutions, web sites and provide project management and business analysis.

"I've known Ribbonfish and used their Level 2 and Level 3 support services for 3 years and have found them reliable, knowledgeable and great to work with. We asked them to help us support numerous applications across a breadth of technical platforms and diverse functional areas; they took this challenge on and have been consistently delivering a very good service at an affordable cost. I would highly recommend them if you need help in running your L2/L3 support service, allowing you time to focus on other value-add initiatives for your business."

Tom Duke, Head of Editorial, Production & Customer Engagement Solutions