

LexisNexis

Transforming LexisNexis's Digital Content Management with Snapplify

Key Challenges



Inefficient Voucher Management

LexisNexis struggled with generating and managing bulk ebook vouchers for end users.



Limited API Integration

Their existing systems were not easily integrated with external solutions, leading to inefficiencies.



Complex User Experience

The end-user download process was complicated, creating barriers for users attempting to access content.



Reliance on Adobe Content Server

LexisNexis relied heavily on Adobe Content Server, which had limitations in terms of user-friendliness and operational flexibility.

Improvements and Successes

LexisNexis has seen significant improvements since adopting Snapplify, including:

- ✓ **Streamlined Voucher Management**
Snapplify enabled the easy generation and tracking of bulk ebook vouchers, reducing administrative burdens.
- ✓ **Improved Operational Efficiency**
Snapplify's Origin Enterprise solution provided a more flexible and effective alternative to Adobe Content Server, enhancing content delivery.

- ✓ **Enhanced User Experience**
The user-friendly interface simplified the ebook download process, improving satisfaction among LexisNexis customers.
- ✓ **API Integration**
Snapplify's platform offered seamless API integration, allowing LexisNexis to connect their internal systems effortlessly.



“The ability to easily find and trace vouchers, the API integration with our own systems, and the end-user download experience were key benefits of using Snapplify. Origin Enterprise was a user-friendly alternative to Adobe Content Server.”

Snapplify offers a wide range of features that benefit content owners.

Implementation



Bulk Ebook Voucher Generation

Snapplify introduced an automated solution for generating bulk ebook vouchers, addressing LexisNexis's need for efficient distribution.



API Integration with Existing Systems

Snapplify's platform integrated seamlessly with LexisNexis's internal systems, improving workflow efficiency and reducing operational bottlenecks.



User-Friendly Ebook Download System

Snapplify revamped the end-user download experience, ensuring clients could access content without unnecessary complications or delays.



Transition to Origin Enterprise

Snapplify's Origin Enterprise solution provided LexisNexis with a flexible and effective alternative to Adobe Content Server, enhancing their content management capabilities.



Tracking and Reporting

Snapplify enabled LexisNexis to easily trace and monitor ebook vouchers, offering more control over content distribution and usage.

The decision to choose Snapplify

LexisNexis selected Snapplify for its user-friendly platform, robust API integration, and innovative approach to solving content management challenges. The decision to move forward with Snapplify was driven by the platform's ability to simplify bulk ebook voucher management, streamline operational processes, and offer a superior alternative to existing systems like Adobe Content Server. Additionally, Snapplify's excellent customer service and ongoing support helped LexisNexis confidently make the transition.

About LexisNexis



LexisNexis is a leading global provider of legal, regulatory, and business information and analytics. Their products help professionals streamline research, enhance productivity, and deliver insightful, actionable information. With a strong focus on digital transformation, LexisNexis aimed to improve its digital content management and delivery process to better serve its clients. To achieve this, they partnered with Snapplify to enhance their ebook distribution and content management systems.