Van Schaik Publishers

A case study on the use of Origin

Key Challenges

Inadequate distribution partners for books

The current distribution partners for our books are insufficient, lacking the reach, reliability, or specialised support needed to send our content to the intended audiences.

Expanding market share

To expand our market share, we need to enhance our competitive strategies, explore new markets, and strengthen our value proposition to better appeal to a broader audience.

Secure Content Distribution

Seeking a secure platform for content distribution, along with the technical expertise to ensure its maintenance.

Support Issues

A dedicated customer service infrastructure to ensure that customers receive timely and effective support whenever they need it.

> "The quick turnaround time on uploading content and distributing codes is very helpful from a business perspective. We use the platform for distributing proof copies to lecturers, prior to a book's publication, in order to roll prescribers over from an old edition to a new one (or gain new adopters), for example."

Julia Read
Van Schaik Publishers

Implementation

Snapplify has the widest reach for distribution in Africa in new and existing markets.

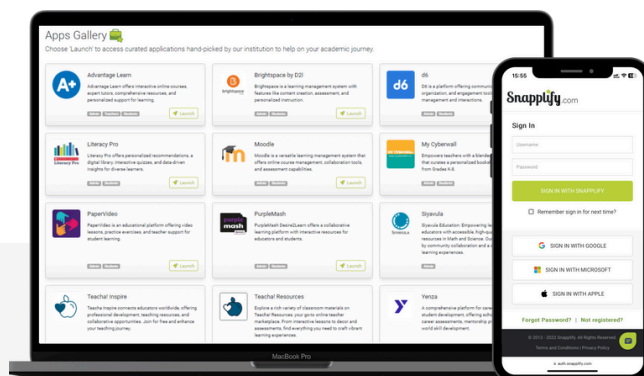Access Snapplify's voucher API and real time catalogue feed.

Leverage Snapplify's world class DRM technology to securely distribute your own content.

Provide complimentary copies at no costs (no per download fee).

Benefit from Snapplify's existing suite of Reader Applications available across multiple platforms.

The decision to choose Snapplify

With Snapplify Origin, you can simplify your workflow by consolidating multiple spreadsheets into one platform. Effortlessly manage your metadata, catalogue, and complimentary copies, while also enabling digital content sales – all in one place