

# DISRUPTIVE INNOVATIONS FOR THE PUBLISHING INDUSTRY

The publishing industry has witnessed a paradigm shift in the past decade. The rapid adoption of digital technologies and a sharp decline in print has led to a huge change in reader habits. To cater to this rapidly evolving consumer behaviour, organizations today are looking out for ways to capture fresh audience and keep their current user base engaged. At the same time, businesses need to find out ways to stay ahead of the competition while generating new revenue streams.

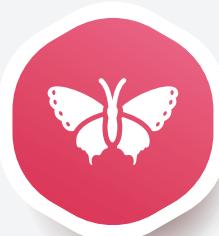
In this open age of new rules, innovation empowered by disruptive emerging technologies is the only mantra to succeed and be a leader. Organizations must quickly adapt to new technologies and make the best use of the latest trends in data intelligence and analytics to meet the expectations of their consumers.

With a broad range of services for the publishing industry, we, at Nagarro, can help various market players strategically transform and reinvent their business models. Through intelligent content creation and management, personalized reach-outs, behaviour analytics, and more, our experts in the domain can help you leverage cutting-edge technologies and enable an end-to-end value chain.

## SERVICE OFFERINGS



### EXPERIENCES



### TRANSFORMATION



### OPERATIONS

#### Subscription Paywall

- Through a right mix of revenue strategy, business execution and technology implementation, Nagarro can help you increase your revenue by creating a subscription paywall (hard, metered, freemium, and hybrid) for digital customers.

#### Engaging Touchpoints as Products

- With a unique mix of user experiences, web & mobile technologies, gaming capabilities, and expertise in new mediums like AR & VR, Nagarro can support you in optimising your consumer immersion strategy.

#### Digital Platform & Transformation

- Nagarro can aid you in building a unified digital platform that integrates various technologies like CMS, CRM, DAM, Business APIs seamlessly to provide a unique brand experience, maximize efficiency, and save costs.

#### Intelligent Content & Distribution

- Nagarro can help you add the power of intelligent and personalised content and enhance your end-to-end value chain via AI/ML and data analytics tools, automated tagging, sentimental analysis and predictive analysis.

#### Ads & Content-driven Commerce

- Nagarro's abilities to implement the right set of ad-tech tools in your ecosystem can help you to capitalise the existing revenue and enable content-driven commerce, thus creating new revenue streams.

#### Effective Enterprise Management

- Nagarro can help you streamline your businesses processes to enable efficiency and reduce the costs via Order Management, Customer Relationship Management, Enterprise Resource Planning and Supply Chain Management.

## OUR PARTNERSHIPS



## SUCCESS STORIES



### Digital signage touchpoint for US telco & media giant

Nagarro partnered with a large network service provider to create a best-in-class digital signage management platform via its powerful plug-and-play LTE media player and a cloud-based content management portal. The result was a sophisticatedly designed system with high scalability to empower the customer base.

### Election infographics for website of publishing group

Nagarro developed a data-driven infographics website for a leading mass media company in India during the elections. The solution included creation of automatic graphs, intelligent data analysis and comparative analysis based on user selection.



### Digital learning portal for the largest publishing house in Nordics

With its entry into the digital segment, the client had a complex web portal with lots of technical debt. Using service based concepts, user containers, and DevOps principle, Nagarro helped create a future-proof architecture to reduce dependencies on legacy components and also re-structured the processes resulting in better control, agility and ROI.

### Subscription paywall portal for a renowned publication house

With things going digital, one of the leading publication houses in India wanted to reinvent and provide better experience to the users. Nagarro re-designed and re-implemented their online portal for print subscription, thus helping in better customer engagement.

