

## IVEY | Ivey Publishing

### INFORMATION

Location: London, ON  
 Web site: [www.iveycases.com](http://www.iveycases.com)  
 Industry: Publishing

### CHALLENGE

Design and implement a completely new web-based foundation to enable Ivey Publishing to grow in a scalable way through self-service and process automation

### SOLUTION

Affinity Systems built a custom developed system that meets Ivey's needs, leveraging significant third-party products and services wherever possible. The system manages the relationship between authors and cases, tracks sales, and calculates royalty payments based on specific royalty agreements and business rules. Users can easily find Ivey Publishing products using a variety of searching and browsing options.

### TECHNOLOGIES

- Microsoft IIS
- Microsoft SQL Server 2008
- Crystal Reports
- Cascade CMS
- Apache Lucene
- E-xact for payment gateway
- iTextSharp for PDF manipulation
- Microsoft Dynamics GP
- Vitrium DRM
- BLToolkit for data access layer
- Telerik Controls
- jQuery JavaScript library
- Google Analytics

## New Ivey Publishing system provides streamlined integration and flexibility

Ivey Publishing manages and distributes the business case study collection for Canada's premier business school, the Richard Ivey School of Business at The University of Western Ontario. Ivey has been using the "case" method since 1922 to teach practical management skills to undergraduate, graduate and executive students. Since 1999, Ivey has ranked as one of the top 30 business schools in the world, according to the Financial Times.

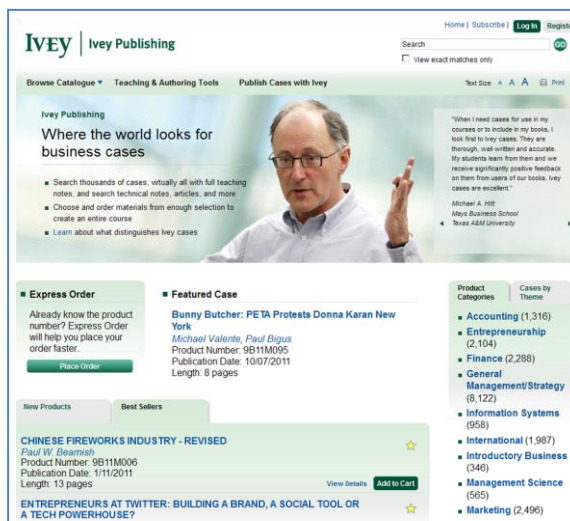
Ivey Publishing is the leader in providing business case studies with a global perspective. With over 8,000 products in its own collection, which includes videos and reprints from the *Ivey Business Journal*,

Ivey Publishing maintains over 3,400 active cases in all major disciplines. In order to keep the collection current, more than 200 classroom-tested case studies are added to the collection each year. Products are marketed to Ivey students and to other academic institutions, corporations and individuals worldwide. In addition, Ivey Publishing is the distributor of several other collections, and is the Canadian distributor of Harvard Business School cases and *Harvard Business Review* reprints. The total material collection consists of more than 40,000 items.

Ivey Publishing required a new web-based application to replace its core online and business process systems. The new application needed to touch all aspects of Ivey Publishing's operations, from its retail website to its administrative tools and billing system. It also had to allow for increased internal efficiencies, and create an improved online experience for Ivey students and customers.

*“Developing Ivey Publishing's infrastructure required integrating business processes with technology to meet the needs of what has evolved as an online business. Affinity's strategic design of the new database, and overall functionality, not only aligns with online business needs, but it provides the flexibility necessary to continue growth in a fast-changing digital environment.”*

— Greg Yantz  
 Associate Director, Ivey Publishing



### OUR SOLUTION

Affinity Systems considered using a full e-commerce framework, but believed that the inevitable reliance upon a specific release level and the heavy degree of customization required would outweigh the benefits and, in the end, increase the cost to Ivey. Affinity therefore proposed building a custom developed system that would meet Ivey's needs, leveraging significant third-party products and services wherever possible.

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### BENEFITS

- ability to shop for Ivey Publishing products by easily searching and browsing items in a variety of ways
- convenient express order facility, allowing existing clients to access past purchased digital items and to adjust/re-use previous orders
- faceted searching that allows continual refinement of search results based on various criteria
- easy-to-see tab system that lets users scan search results based on "best sellers", "new", or "all" items
- product indicators that enable users to easily scan important elements of products, such as availability of teaching notes and downloadable PDF files
- streamlined product management, including maintenance of all cases, authors, and distributors
- collapse and expand panels that hide or make additional information available, as needed
- sales and royalty data available at a mouse click, eliminating the need for tedious manual tracking

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Since the preferred technology within Ivey Publishing was the Microsoft .NET stack and was where the existing IT expertise lay, Affinity recommended building the solution on the Microsoft platform. Accordingly, the products chosen to integrate would all run on the Microsoft Windows Server operating system.

In collaboration with Toronto-based design firm Delvinia, a leader in digital strategy and customer experience, Affinity delivered a custom solution that solves the common retail needs of product and SKU management and e-commerce transactions related to

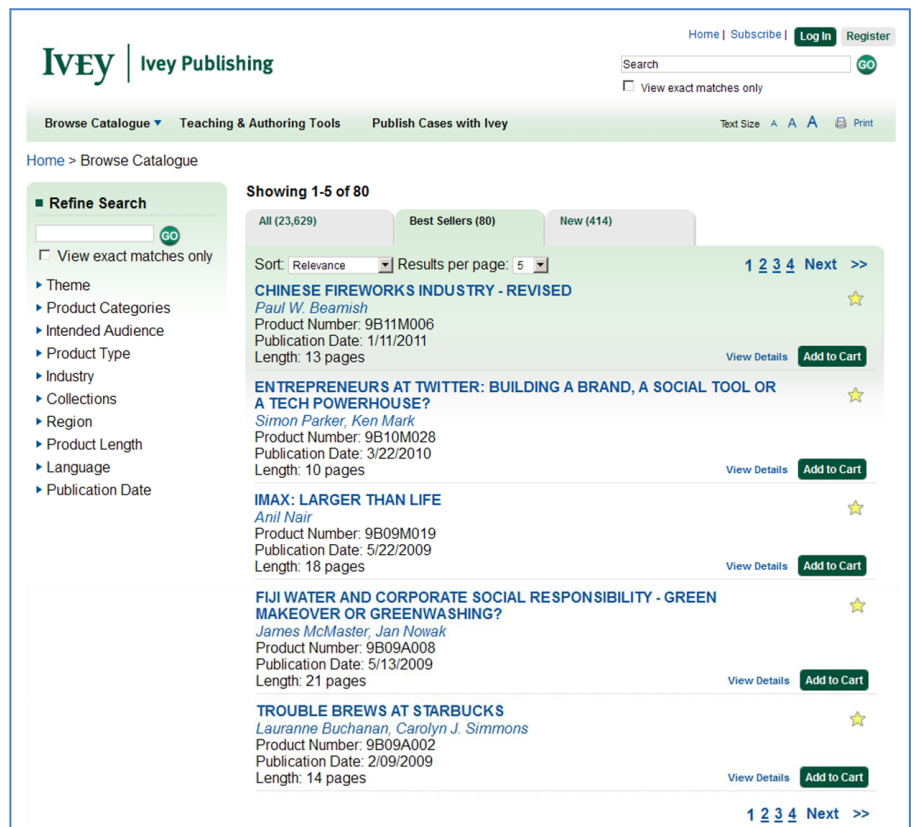
*“The collaboration between Ivey and Affinity greatly assisted the successful implementation of the new Ivey Publishing site.”*

— Amanda Ouellette  
Project Manager, Affinity Systems

selling business cases on line, and that also supports a complex back-office. The system integrates with Great Plains accounting systems, interfaces to third-party print shops for fulfillment, loads usage data from third-party distributors, integrates with a content management system (Cascade), and integrates to a digital rights management

application (Protected PDF by Vitrium Systems). The result is an automated, streamlined, efficient, and accurate system that users have embraced, and that well positions Ivey Publishing for future growth as their business moves on line.

The site [iveycases.com](http://iveycases.com) is much more than an e-commerce vehicle. In addition to selling cases on line, the system supports and manages a complex administration of copyrights, case authors and writers, third-party distributors of Ivey cases, third-party suppliers of non-Ivey cases such as from Harvard, as well as tracks and reports on sales data.



The screenshot shows the Ivey Publishing website interface. At the top, there is a navigation bar with links for Home, Subscribe, Log In, and Register. A search bar is present with a 'GO' button and a checkbox for 'View exact matches only'. Below the navigation bar, there are tabs for 'Browse Catalogue', 'Teaching & Authoring Tools', and 'Publish Cases with Ivey'. The main content area is titled 'Home > Browse Catalogue' and shows 'Showing 1-5 of 80' results. A 'Refine Search' sidebar on the left lists various filters like Theme, Product Categories, Intended Audience, Product Type, Industry, Collections, Region, Product Length, Language, and Publication Date. The main product list includes items like 'CHINESE FIREWORKS INDUSTRY - REVISED', 'ENTREPRENEURS AT TWITTER: BUILDING A BRAND, A SOCIAL TOOL OR A TECH POWERHOUSE?', 'IMAX: LARGER THAN LIFE', 'FIJI WATER AND CORPORATE SOCIAL RESPONSIBILITY - GREEN MAKEOVER OR GREENWASHING?', and 'TROUBLE BREWS AT STARBUCKS'. Each product listing includes the author's name, product number, publication date, length, and buttons for 'View Details' and 'Add to Cart'.