CASE STUDY

Tech Mahindra Modernizes Global Publisher's Title Management System, Saving $600K Annually With Cloud Platform

Overview

The client, a leading educational publisher, faced significant challenges with their legacy Title Management System, which hindered collaboration, slowed down workflows, and increased maintenance costs. To overcome these challenges, Tech Mahindra implemented a cloud-based platform to modernize TMS and enable a more agile, user-centric, and scalable system. This transformation streamlined operations, improved team productivity, and significantly reduced recurring expenses, positioning the publisher for long-term digital agility and growth.

Client Background and Challenge.

The client, a leading educational publisher based in the United States with over 2,500 employees worldwide, provides curriculum-based content and learning solutions to institutions worldwide. They faced significant operational challenges:

- ▶ Relied on a legacy Title Management System (TMS) that lacked real-time collaboration, leading to siloed team operations.
- ▶ Faced increasing and unpredictable costs due to recurring renewals, hosting fees, and urgent system fixes.
- ▶ Struggled to scale or enhance the TMS to meet evolving business needs, limiting flexibility and innovation.

Our Approach and Solution

Tech Mahindra partnered with the client to reimagine their Title Management System (TMS) as a lean, cloud-based platform built for agility, collaboration, and long-term scalability. Rather than retrofitting the legacy system, we co-designed a modern solution from the ground up.

- ▶ **Accelerated Delivery:** A fully functional minimum viable product (MVP) was delivered in under six months. This rapid rollout enabled faster onboarding and provided space for iterative refinements.
- ▶ **User-Centric Co-Creation:** We worked closely with cross-functional teams throughout the engagement, incorporating direct feedback on pain points and daily workflows to ensure a seamless experience.
- ▶ **Simplified UX and Modular Build:** Modules for title track, ISBN inventory, and production workflows were redesigned to be intuitive and practical, avoiding unnecessary complexities. The interface was similar to the tools with which users were familiar.

Business and Community Impact

The transformation delivered measurable improvements in productivity, cost efficiency, and user experience:

- ▶ **Faster Workflows:** Publishing tasks that previously took days were reduced to hours, accelerating content delivery and reducing delays across departments.
- ▶ **Significant Cost Savings:** The new system helped eliminate nearly $600,000 in annual operational expenses by removing legacy licensing, hosting, and maintenance costs.
- ▶ **Enhanced User Adoption:** The platform's intuitive design improved team engagement and satisfaction, as users readily adopted the system due to strong alignment with daily workflows.
- ▶ **Seamless Updates and Customizations:** The new architecture enabled smooth rollouts, quicker customizations, and reduced friction during upgrades.
- ▶ **Scalable Innovation:** Built-in tools, including audit trails, metadata tagging, and customizable dashboards, enabled continuous improvement and adaptability.
- ▶ **Improved Flexibility:** The business adapts more easily and responds to market changes without being constrained by outdated technology.
- ▶ **Increased Visibility and Control:** Clearer role definitions and enhanced dashboard views empowered managers and teams with greater oversight and decision-making capability.
- ▶ **Lower Operational Friction:** Internal collaboration and vendor coordination became significantly smoother, enhancing overall operational flow.
- ▶ **Enabled Cultural Shift:** The solution fostered greater agility and ownership across teams, promoting intelligent planning, responsiveness, and digital agility.

About Tech Mahindra

Tech Mahindra (NSE: TECHM) offers technology consulting and digital solutions to global enterprises across industries, enabling transformative scale at unparalleled speed. With 150,000+ professionals across 90+ countries helping 1100+ clients, TechM provides a full spectrum of services, including consulting, information technology, enterprise applications, business process services, engineering services, network services, customer experience & design, AI & analytics, and cloud & infrastructure services. It is the first Indian company in the world to have been awarded the Sustainable Markets Initiative's Terra Carta Seal in recognition of actively leading the charge to create a climate and nature-positive future. Tech Mahindra is part of the Mahindra Group, founded in 1945, one of the largest and most admired multinational federations of companies. For more information on how TechM can partner with you to meet your scale at speed imperatives, please visit https://www.techmahindra.com/.https://www.techmahindra.com/.

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