

Case Study

Optimized Migration and Platform Customization for a Leading Global Publisher

Magic
EdTech

The Client

The client is the largest book publisher in the US, serving over a million pre-college students globally. They are renowned for Christian educational materials, including textbooks and workbooks for homeschooling and Christian schools. Their offerings span subjects such as math, science, history, and language arts, integrating Christian values with academically sound, research-based instructional strategies to engage students and support educators.

The Challenge

They needed a partner to transform and migrate digital resources, eTextBooks, and assessments using the MagicBox platform, aiming to develop a new digital publishing workflow while preserving pedagogical integrity and enhancing the K-12 digital experience. Migration priorities included secondary grades K-12 resources, followed by other disciplines. Tasks included creating and uploading metadata for 40,000 resources, managing 33,000 resources, ingesting 500,000 questions, and processing 156,000 textbook pages.

Critical Success Parameters

- ✓ Enhance the learning experience by integrating legacy resources into a new age platform, preserving and improving educational quality.
- ✓ Implement a robust automated process to ingest and upload approximately 50,000 content resources into MagicBox.
- ✓ Collaborate closely with the customer to understand needs and refine the automation approach for optimal results.

Our Approach

- ✓ Customized the MagicBox platform to meet client requirements, ensuring accessibility for teachers, students, and end-users.
- ✓ Developed an automated solution for uploading and categorizing resources in MagicBox.
- ✓ The migrated content was made accessible for distribution to stakeholders and platforms, including Vitalsource.
- ✓ Automated the import of ExamView files into MagicBox platform.
- ✓ Ingested eTextBooks with ReadSpeaker functionality into MagicBox.



Key Result Highlights

Migrated **40,000**
resources in **3** months.

Created **500,000**
assessments in **11** months.

Ingested **156,000**
eTextBook pages in **8**
months.

Developed a customized
MagicBox platform for
future programs.

Provided continuous
value-adds, establishing
Magic as a strategic partner
for ongoing content
production.