

CASE STUDY

The Winner's Chronicle: Learn how the largest Christian publishers reached over 1600 students with their extensive digital catalogue



SPCK is the largest Christian publisher in the UK and third oldest British publishing house that is operating today. Founded in 1698, their mission is to be the leading creator of books and resources which help everyone make sense of faith.

Through diverse range of publishing and charity the aim is to make Christian ideas and values relevant and accessible to people of all faiths and none.



Need for change and the challenges ahead

SPCK Ordinand Library has been looking at ways to monetize their digital catalogue of over 1200+ ebooks.

The opportunity presented itself when Sons and Friends of the Clergy, a charity that works with the clergy of the Anglican Communion agreed to provide a grant providing free access to the much sought after SPCK library of books.

However the biggest challenge was to make over 1200 ebook available to 1600 students.

SPCK was struggling with monetising the catalogues from SPCK and IVP, there were multiple other challenges like:

- Maintaining GDPR compliance
- Custom sign UP
- Web+App compatible reader components
- Custom branded UI
- Free 1year subscription with option to subscribe for £120 per year paid subscription



Sam Richardson
CEO, SPCK

“We wanted to monetize our ebook catalogue, but access to the right technology was a roadblock. With Papertrell, we're now rapidly releasing new revenue models like subscriptions and partner storefronts in a matter of days. What's more, our customers love the fantastic reader experience across all devices.”

What Worked?

SPCK Ordinand Library was in need of a technology platform that could help them with all their concerns. Papertrell came on board to fix the issue. And since then the digital library successfully launched ahead of schedule and has been very well received by students across the UK. Students now have access to reference material anywhere any time, whether offline on their iPads and smartphones or online via a feature rich web reader. The program continues to evolve with feedback from students.

With Papertrell's app platform, rolling out new features and updates is painless. SPCK is now extending similar monetization programs to other organizations.



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