

Custom Publishing Management Solution Case Study

Name

Custom Publishing Management Solution

Executive Summary

Unlock **seamless publishing operations** with Ovaku's **bespoke cloud-based management platform**. Tailored for a renowned book publisher, this end-to-end web application replaces a legacy .NET desktop system to deliver **real-time inventory control, automated printing workflows, and integrated financial management**, driving **40% faster order fulfillment** and **30% cost savings** across publishing operations.

Problem Statement

The publisher relied on an outdated .NET desktop application, resulting in siloed inventory records, manual quotation and invoicing processes, fragmented accounting data, and limited reporting capabilities. These challenges led to **delayed order processing, inaccurate financial reconciliation, and reduced operational transparency**.

Business Solution

Ovaku re-architected the legacy system into a **modern web application** and executed a **complete cloud migration**, encompassing:

- Migration of legacy SQL Server database with data transformation and validation
- Development of a unified platform for inventory, printing, sales, quotations, invoicing, credit control, and accounting
- Role-based access controls and responsive UI for desktop and tablet users
- Automated workflows linking inventory depletion to print orders and financial postings
- Comprehensive reporting and analytics dashboards for real-time insights

Key Features

- **Printing & Inventory Management:** Track raw materials, print runs, and stock levels with automated reorder alerts
- **Quotation & Invoicing Engine:** Generate on-demand quotes and invoices with customizable templates and approval workflows
- **Credit & Accounting Module:** Integrated ledger, receivables, payables, and tax calculations with audit trails
- **Reporting & Analytics:** Real-time dashboards for sales trends, margin analysis, and operational KPIs
- **Legacy Database Migration:** ETL-driven data migration from .NET SQL Server to cloud-hosted PostgreSQL
- **Cloud Infrastructure:** High-availability deployment with automated backups and disaster recovery

Impact

Performance Metric	Achievement	Business Value
Order Fulfillment Speed	40% faster processing	Accelerated time-to-market for new titles
Operational Cost Reduction	30% decrease	Lower overhead through automated workflows
Financial Reconciliation Time	50% faster completion	Improved cash flow visibility and audit readiness
Reporting Turnaround	80% reduction in report creation	Data-driven decisions with on-demand analytics
System Uptime & Reliability	99.9% availability	Continuous access for global publishing teams

Technologies

- **Frontend:** React, Redux, Ant Design
- **Backend:** Node.js, Express.js, RESTful APIs
- **Database:** PostgreSQL (cloud-hosted)
- **Migration Tools:** ETL scripts with Python and AWS DMS
- **Cloud:** AWS (EC2, RDS, S3, CloudWatch)

- **Security:** OAuth 2.0, JWT, role-based access control, SSL/TLS encryption
- **Analytics:** Grafana, Kibana for real-time dashboards

Client

Renowned International Book Publisher (Confidential)

Industry

Publishing, Print Management, Enterprise Software