



CASE STUDY: HOW MCGRAW-HILL ADAPTS TO MARKET DEMANDS

Leveraging technology as a foundation for future growth

Overview

From preschool to post-graduate education, the proliferation of technology in the classroom has significantly impacted how classes operate, from both the teacher's and student's perspectives.

As educators look for more adaptive learning systems, McGraw-Hill Education (MHE) has shifted its focus to delivering digital content and developing systems that allow more personalized learning for students.

However, developing and maintaining these different programs can be time consuming and costly. MHE needed to continuously improve services without over-extending its budget. The company sought to upgrade its existing technology and reevaluate processes

deeply rooted within the organization. Out of that need, a long-lasting partnership between McGraw-Hill Education and Fusion Alliance was forged in 2010. Through the years, MHE has continuously drawn from Fusion the expertise and knowledge required to develop relevant products in an evolving classroom environment.

Market Reality

Educators at all levels use technology as a means to more actively engage students and improve the classroom experience. As the demand for technology in the classroom becomes more pervasive, it is important that educational content providers make improvements to their own technology and their ability to adapt to stay relevant.

Objectives

- Improve processes and products employing advanced technology
- Help implement Agile/Scrum frameworks
- Increase efficiency when building applications and content

Approach

- Provide expertise in new-product strategy and development
- Deploy application services to the cloud
- Educate through conferences, lunch and learns, etc.

Business Impact

- Automated processes
- Created foresight about upcoming technologies and trends
- Instituted better quality-assurance practices

Keys to Success

- Implementing Agile development process
- Building on current processes and infrastructure
- Involving all different levels within the organization

Business Opportunity

MHE, one of the Big Three providers in education content, recognized years ago the significant opportunity presented by changing technology in the classroom. Educators were under pressure to provide individual, personalized learning to every student. If MHE could deliver insightful, technology-based education products and services, it could demonstrate its commitment to providing customers with state-of-the-art, adaptive learning systems. In doing so, it would redefine itself as a large corporation with the capacity to innovate in a changing market.

The challenge for MHE would be the tremendous demands that producing such innovations would place on the organization's mission to deliver high-quality content and materials – especially since its primary expertise at the time was print-based, not digital.

McGraw-Hill Education's Solution

MHE decided to find a partner experienced in developing technology solutions. The company turned to Fusion for thought leadership, strategic vision and to leverage Fusion's application developers, scrum masters/project managers, quality assurance resources, application technical leaders and technical product managers to help execute the vision.

Different development teams were organized to deliver numerous large-scale educational products that continue to be used in classrooms today. For example, Fusion led the architecture and business-case discussion for deploying application services in the cloud, which serves more than 4 million students. As the success of the partnership continued and specific products were

delivered, MHE expanded this practice across its digital platform group.

Another benefit emerged serendipitously. When MHE originally partnered with Fusion in 2010, Fusion was a thought leader in the Agile space. As such, Fusion introduced Agile development principles and the Scrum development framework to MHE's team, who began to experience firsthand the difference of an Agile environment. After proselytizing its adoption, Fusion's Agile framework became widely adopted within MHE.

The sum of all of this work poised MHE to compete on a new level, outside of textbooks, using innovative technology to address market needs. MHE's foresight enabled it to increase its ability to compete in a changing market. Fusion continues to partner with and advise MHE on current learning-science initiatives, and MHE is able to quickly develop new products that provide strategic value.

What Other Companies Can Learn

Across industries, organizations face the same challenges in keeping up with changes technology. MHE's decision to leverage outside expertise and knowledge proved to be a fruitful investment that not only met immediate needs, but also laid the foundation to create strategic solutions to future challenges. In addition, by embracing Agile processes, MHE positioned itself for continuous improvement and nimble adoption of change.



About McGraw-Hill Education

McGraw-Hill Education (MHE) is a learning science company that provides customized educational content, software and services for pre-kindergarten through post-graduate education.

Headquartered in New York City, the company produces and distributes materials in nearly 60 languages and more than 135 countries. MHE partners with more than 14,000 authors and educators in various fields of study to help students, parents, educators and professionals improve results.



Fusion Alliance

About Fusion

Fusion Alliance delivers actionable insights, customer experiences and human-driven technologies that transform the way our clients envision and shape their businesses.

That's why businesses across multiple industries have relied on Fusion's expertise and partnership for over 25 years. Fusion Alliance is the catalyst that moves your ideas to execution.

For more information

*Ashley Staggs
Business Development Manager
astaggs@fusionalliance.com*

