

Case Study

Optimizing Content Migration for a Test Prep Company

Magic
EdTech

The Client

The client is a Texas based test prep company that helps over half a million students annually with their assessment product.

The Challenge

The client was looking for a cost effective and less time consuming way of migrating their digital content to their acquired startup's digital content distribution platform.

Critical Success Parameters

- ✓ Migrated content should be easy to use and without any errors.
- ✓ Content ingestion to happen using automation in order to avoid the high cost of manual work and the stretched timelines.
- ✓ 2 rounds of QA and review on the ingested content to ensure accuracy and completeness of the work.

Our Approach

- ✓ Created an automation tool that converted Quark PDF to Word and then Word to Moodle XML. This XML was then ingested into Moodle using automation.
- ✓ Built an automation test script to run post the ingestion process and check the sanity of ingested content followed by human spot checks.
- ✓ The ingestion tool ran in the background while users performed tasks such as data preparation and content touch ups before being ingested.



Key Result Highlights

Cost of ingestion reduced by **80%** compared to manual solution.

The entire project was completed in **2** months instead of 10-12 months projected with the manual approach.

ECS content reached hundreds of thousands of new users due to it being digitally available.