

# Pronoun and Codex Software: developing an eBook publishing platform

## About

Pronoun is an American company known for its comprehensive range of eBook creation and distribution services. With \$11.25M of funding received, the enterprise has set course to market leadership with its new product – a comprehensive eBook publishing web platform, and Codex Software provided the programming services needed to make crucial components of the solution up and running.

## The Challenge

The primary objective of the project implied partnering with the Customer on the development of a powerful Big Data processing tool able to gather eBook market insights and track item rankings on all distribution platforms across the globe. The software was to aggregate valuable data from major distributors (Amazon, Apple, Barnes&Noble, Google, etc.), and be able to publish an eBook to them.

Apart from the integration with 3rd party platforms, gathering and storing the data, the product had to have the capacity to perform thorough data analysis and convert the processed information into a well-organized search index. Naturally, the implementation of these features required the skillset of a vast range of technologies and comprehensive expertise in several domain areas.

## The Process

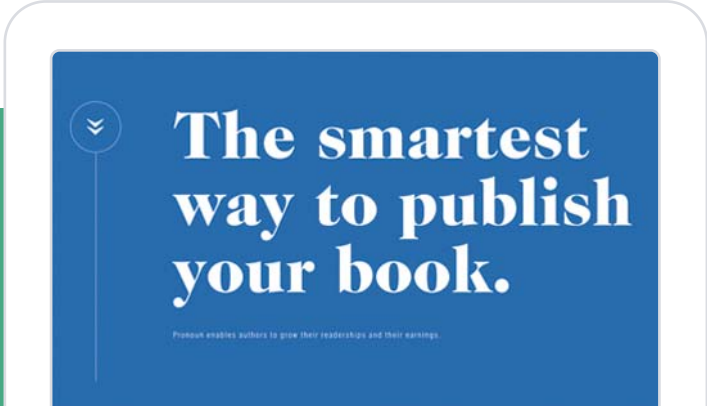
Chosen as a technology partner for the project, Codex Software had a clear vision of which technologies were at that moment the most suitable for the development of software solutions with the data aggregation and analysis functionality required. As the result, each of the key project tasks got its own tech stack, ensuring quick turnaround of programming and the highest quality of the end product:

- ✓ Python/Django, Rabbit MQ, MySQL – this combination of technologies was used to develop the mechanism of automatic eBook distribution to all major platforms.
- ✓ Ruby, Sidekiq, PostgreSQL – the stack proved effective for the development of data processing and analysis subsystems;
- ✓ Node.js, Apache Solr, knockout.js – the cutting-edge async tech combo underlay Pronoun's advanced search subsystem.

In the course of development all these key objectives were successfully completed. Team Codex Software was also able to further enhance the Pronoun's functionality by implementing other unique features. They included report generation, advanced analytics dashboard UI (equipped with sleek modern-looking visuals – tables and charts), and top-notch document management system, among others.

## The Result

The programming services were provided in time and on budget, and met all the Customer's requirements and expectations. As our team have demonstrated their excellent technology skills and professional attitude, Codex Software and Pronoun happily continue the collaboration on the further development of the Pronoun eBook publishing platform up until today.



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way to publish  
your book.**

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For more information, please get in touch

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