

## Efficient, enterprise-wide publishing process management

In a rapidly evolving and increasingly competitive market, you need to ensure that your publishing operations and processes are agile, efficient and robust.

When selecting partners to develop and support systems, you need to know that they understand your business and can deliver publishing-specific tools, customized to your needs, across a range of business functions.

The Publishing Technology group's enterprise process management systems form the only end-to-end applications framework designed to meet the unique demands of the publishing industry. Over 200 publishers, distributors and booksellers worldwide rely on our technologies to support functional areas across their business and to drive efficiencies within these processes.

### The digital backbone of your publishing operations

- maximize profits by introducing efficiencies to the information supply chain
- grow revenues by enabling more effective integration with channel partners, customers and suppliers
- capture emerging markets by facilitating and expediting creation of compelling, tailor-made customer offers
- inform successful business planning by collating performance data and providing a framework for strategic analysis.



“ Publishing Technology's end-to-end capabilities provide us with a consolidated service across the full range of our products and processes. With their support we are prepared for the integrated, multimedia future of publishing.

*Rick Lindgren, IT director, ITPS* ”

### ■ Editorial & production management

Optimize staff time and materials, and avoid costly rework and publication delays, with a focal point for all stakeholders from conception to delivery. Our production manager system manages the editorial development, pre-press and production processes to the highest industry standards, including estimating, scheduling, invoicing, reporting, materials allocation and tracking, and data exports via XML or EDI.

### ■ Distribution

Create competitive advantage with effective distribution and inventory management. Handle multiple, international warehouses for each shipping site and picking location. Features designed specifically to support publishing operations include packs, sets and subscription products. Take advantage of our partnerships with leading manifesting suppliers and our built-in integration with generic warehouse management packages.

# Our strengths



## ■ Fulfillment

Our publishing-specific fulfillment systems support multiple product formats and identifiers, and handle a variety of international currencies and taxation rules. Optional modules range from inventory management/valuation, claims processing, billing and costing to physical product picking, packing and shipping. Meet requirements for complex pricing, discounting, multi-publisher relationships, remainders, grace copies and reprints, and integrate with bibliographic and print-on-demand systems.

## ■ Product information

Deliver timely, rich, consistent product metadata – to bibliographic agencies, distributors, wholesalers, retailers and readers – at each purchase point throughout the supply chain. Our central data repository outputs XML and adheres to critical industry standards such as ONIX and ISBN-13.

“ Publishing Technology’s product information manager provides us with an effective solution to help us manage, promote and distribute our product information and thereby service our customers.

*David North, Managing Director, Pan Macmillan* ”

## ■ Customer care

Maximize revenues, eliminate inefficient processes and retain and attract customers with our customer care services, designed to improve customer satisfaction, retention and profitability. Over 9,000 customer care representatives use our software to integrate multiple communication channels. Our web-based self-service options give customers greater control over searching, ordering and accessing product and account information.

## ■ Information commerce

Respond quickly to evolving market conditions: new offers can be easily configured by your commercial staff with our intuitive, tailored systems. More flexible licensing, of more granular content, allows you to construct and deliver to complex user relationships, and define innovative offer periods, to capture latent market interest in your products and channel new revenues.

## ■ Financials

Combine financial support for standard functions such as accounts receivable and payable or product profitability with publishing-specific options for royalties and deferred revenue accounting. Our financial middleware is compatible with all major financial applications, and integrates country-specific import-export tax and legal requirements to meet the demands of the global publishing market.

## ■ Rights and royalties

Increase rights sales and improve service to rights owners with better management of electronic rights. Our comprehensive and flexible system supports multiple payees, authors, titles, currencies, taxes and contract terms. Full reporting and e-commerce capabilities with advance recovery and reserve-for-returns enable simple management of complex payment plans.

## ■ Business intelligence

Explore large volumes of summarized data through a central information source with sub-second response times. Users at any business or technical skill level can perform their own multi-dimensional analysis, create reports, and easily share them for better decision-making.

**For more information about how the Publishing Technology group can help you rise to the publishing challenge, please contact:**

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