



## News ALERT

**For Immediate Release**

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### **First Software Provider Receives e4books Accreditation**

*VISTA International Confirms Success in Providing e-Commerce Solutions to Publishers*

October 13, 2006...Watford, UK - VISTA International, the leading provider of solution and services to the international publishing industry, is the first software provider to be fully accredited under e4books, the Book Industry Communication's (BIC) initiative promoting the wider use of e-commerce in the book trade.

This prestigious accreditation is further testimony to how VISTA can help publishers achieve their own e-commerce goals. As experts in the publishing realm, VISTA understands the explicit business requirements of publishing organizations and as such will help them utilize e-commerce to its fullest potential. E-day, May 1, 2008, is the date by which all trading partners should be capable of exchanging basic electronic messages with their trading partners.

"Our core applications have provided full EDI capability for all types of industry standard orders, invoice and returns messages. In addition, our Product Information Manager solution distributes bibliographic information to industry partners using ONIX standards and customer-connect. This allows customers to access their product and account information online, provide a means for doing business electronically, reduce costly human errors, and improve customer satisfaction. More importantly, these solutions have been designed for both large and small publishers so there is no reason anyone can not benefit from e-commerce," commented Colin Bottle, Managing Director of VISTA Europe.

VISTA also congratulates its customers who have received e4books accreditation, proving their readiness and ability to make use of e-commerce. They include:

- Bookpoint
- Cambridge University Press
- HarperCollins Publishers
- Littlehampton Book Services
- Macmillan Distribution
- Orion Publishing Group
- Penguin Group UK
- Random House Distribution Division
- Random House Group

Bottle added, "VISTA has been a proud supporter of the e4books initiative since it began in 2004. It is in everyone's best interest—publishers and retailers alike—to capitalize on the benefits e-commerce can provide, from placing electronic orders to tracking account information to providing bibliographic data to trading partners like Nielsen, Amazon and Bowker. Our job is to support any publisher's efforts to prepare for E-day."

For more information about e4books or the accreditation program, visit [www.bic.org.uk/industry-e4books.html](http://www.bic.org.uk/industry-e4books.html).

For more information about how VISTA can help you become accredited, contact VISTA at [solutions@vistacomp.com](mailto:solutions@vistacomp.com) or visit us on the web at [www.vistacomp.com](http://www.vistacomp.com).

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#### About VISTA International

**VISTA International** is the leading worldwide provider of solutions and services for the publishing industry. VISTA is a committed business partner to publishers, distributors and booksellers supported by our systems throughout the world. Our solutions fit all aspects of the publishing value chain, from author care through production, rights and royalties to warehouse and fulfillment - all integrated in an e-business environment, with full access to the analytical power of Publishing Intelligence.

To complement our comprehensive enterprise solutions, the full range of VISTA services include applications implementation, applications management and hosting services, and publishing-specific business consulting, together with lifetime customer support.

VISTA was founded in 1977 and has offices in Europe, North America and the Asia-Pacific region. Visit us on the web at [www.vistacomp.com](http://www.vistacomp.com).

#### About e4books

**e4books** is a project initiated by Book Industry Communications (BIC) with the objective of encouraging wider use of e-commerce in the book trade. Its key objective is to encourage the whole of the UK book industry to be trading electronically by 1 May 2008 (e-day).

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