

Product Manager

Many publishers' editorial and production processes are managed by various people across several departments using different databases and systems. Combine that with the multiple formats and channels available for content today, and the result is a growing need to manage publishing operations more effectively across the full lifecycle, removing duplication, cost and inefficiency.

advance's **Product Manager** helps publishers meet a pressing need for control and consistency by improving visibility, opening lines of communication and streamlining processes. It is a powerful, web-enabled tool for intellectual property management as well as workflow management in the editorial, production and marketing areas. Users can create individualized screens and track projects through dashboards, utilizing user-friendly pop-ups to guide them through each step of data creation and scheduling within the system. The full range of highly configurable functions include workflow; asset creation, storage and distribution; product specification, materials and resource management, scheduling, and more.



Benefits

- Ensure consistent and complete information through a central product and resource database.
- Manage complex product and asset relationships.
- Robust search capabilities.
- Move titles through the life-cycle quickly with effective scheduling capabilities for internal and external processes.
- Utilize our powerful Datashop technology to import and export data (XML, ONIX, Excel, etc.)
- Produce or feed marketing assets including tip sheets, websites, catalogs, etc.
- Easily distribute product data to web sites and supply chain partners using accepted industry standards.
- Improve fiscal controls with trend and cost analysis tools.
- Automate complex business processes.
- Reduce costs and deployment time with pre-build modules and components that are ready to go.
- Easily define access and user rights with comprehensive administrative tools.

The result – wider availability and use of marketing information; a reduction in costs associated with managing editorial, pre-press and production processes; better access to reporting information; and improved ability to react quickly to change.

The Product Management module can be installed on-site or hosted by Publishing Technology to be securely accessed via the web. Applications Hosting Services allow publishing organizations to enjoy the benefits of a functionally rich system at a fraction of the cost normally associated with a capital purchase. Both small and mid-sized publishers gain the benefits of world-class publishing solutions while maintaining the focus on their core business functions.