

SHOWCASE TAYLOR & FRANCIS GROUP



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"Previously, we had not been able to combine hard facts, such as sales information, print runs and margin, with descriptive data, such as particular product types, text book or reference work. This is in some ways the most powerful thing we will get out of the system: It will help us to shape our future publishing direction."

Jeremy North, Managing Director Taylor & Francis Books UK

TASK

Within the context of the 'Global Tracking' project, Taylor & Francis legacy systems were replaced by Klopotek standard software Product Planning and Management PPM focusing on editorial, production and marketing. Until now, implementation has been carried out in Great Britain and the USA (New York), improving business processes within the editorial department and the entire editorial and production workflow. The new software provides a global view on sales and on the total costs of Taylor & Francis' products since all information on products and customers as well as sales information is now stored in the PPM database accessible worldwide. What's more, the editorial department can now carry out preliminary estimations based on price lists. By means of the 'Dual Edition' function from the PPM Parallel Production (pairs of products in parallel production) Taylor & Francis are in a better position to estimate the respective cost per unit, increasing efficiency and reducing expenditure. Shared costs, such as copyediting are split based on the actual print run proportions between hardback and paperback. The introduction of XML (Extensible Markup Language) facilitates catalog production and has improved data quality. The process of data exchange with partners and third parties has become more manageable due to the fact that the ONIX industry standard is in use.

Throughout this project, Taylor & Francis and Klopotek worked closely to implement all of the changes that had to be made to internal and external system interfaces, data exports to websites and for management reports and product catalogs.

PROJECT DATA

- November 2003 – workshop UK
- February 2004 – project start UK
- 11/15/2004 – implementation finished UK
- 03/27/2006 – go-live USA/New York

BENEFIT

- Reduction of errors and duplicates
- Worldwide database access (up-to-date information across business areas)
- Standardized, efficient work processes
- A global view on sales and on the total costs of products
- Improved business processes within teams
- Less administration cuts down on time spent

CONTACT

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Product Planning and Management PPM

A frequently changing product portfolio leads to heavy demands on your organization and your customer base.

PPM, the comprehensive Product Planning and Management system for publishers, lets you deal with tasks more quickly, more simply and more successfully.

From the inception of the idea

The coordination of internal and external processes can be streamlined by centrally managing information. The entire process, from planning to production, is transparent, and you have constant access to the information you need for making critical business decisions.

The very earliest stages of a product idea can be used as the platform for all of the following steps. The extensive correspondence during rights negotiation and contracts, the expert reports and management decisions, are saved in a clear and comprehensible form. All the detail is immediately available for automated contract generation. When you hold the signed contract in your hand the information required for the royalty statement already exists in your database.

Planning and production

Schedule status is constantly available from the product information. Planning and production issues become apparent, without the need for further data input and file updates as you work. Numerous user-friendly tools have been developed to meet the particular requirement of each department, such as list development, production, publicity, rights sales, and marketing.

Rich editorial tools allow you to successfully negotiate the best deals, finding the right author, agreeing on the optimal conditions. Controlling on time manuscript delivery, even on the contribution

level, editing and forwarding to the production department is part of the basic flow. The result is automatic contract creation and printing in a Microsoft Word® document.

New title information and update information for catalogs and online bookshops can be completely automated and adapted to suit your needs. Online catalogs, print catalogs, and other printed advertising material are all kept up-to-date using product information. This will result in your being able to ensure optimal market presence.

Fixed royalties, royalties on edition, and royalties on sales can be calculated automatically on the basis of the current print runs and sales figures. Advances can also be settled automatically. Joint accounting, multi-title contracts, foreign currency agreements are accommodated by the system, all levels of complexity can be easily managed. You can link rights revenues to contracts, and the system handles allotting the revenues to the correct recipients. Also whenever you are missing payments, the system will send reminders to your licensees.

Royalties are calculated, the royalty accounts are updated, royalty statements are generated, and the results are transferred to the accounting system. The reserves for future returns help you control your payments efficiently. Through close integration to your accounting system, PPM streamlines your publishing operations while avoiding duplication of data maintenance efforts.

Calculation of profit and loss settlements on a product basis, as well as a fully automated detailed cost estimation using supplier price lists are integrated into the business modules. Parallel estimation of hardcover and paperback, or even independent titles, accomplishes the sophisticated financial functionality. Purchase order management, closely connected

to the delivery functionality in your warehouse, allows for full overview and planning of payment liabilities. These modules also offer an extensive range of statistical reports to aid evaluation.

All the way to marketing

The marketing tools within Klopotek's Publishing Solution can be used in conjunction with your telephone system to process information and provide customer care, giving a definite competitive advantage. Online stock information, the right prices, and the ability to send customer specific title lists as emails even while you speak to your customer on the phone, give you a new quality of customer relationship. The XML-based catalog tool supplies you with web and print catalogs on the run.