

SHOWCASE SUHRKAMP



Suhrkamp, Insel, Jüdischer Verlag and Deutscher Klassiker Verlag stand for the publication of German and international literature and academic publications. Under the leadership of the publisher Siegfried Unseld, this publishing group has become a cultural institution whose list of authors is a virtual who's who of classical and contemporary literature and the humanities.

www.suhrkamp.de



"The introduction of PPM has allowed us to set up a uniform workflow from which we can access the information we need at any time."

Philip Roeder, Managing Director, Suhrkamp Verlag

TASK

Suhrkamp works with the KNO VA distribution system (Koch, Neff & Oettinger Verlagsauslieferung GmbH). Along with the production, royalty statement, publicity and product pool components, all of the components of Product Planning and Management system PPM needed for automated data exchange between the distribution and the planning systems have been introduced. The time saved using the automatic VLB ONIX title registration, catalog exports and project calculation can be spent on other activities. The focus of the project was on replacing heterogeneous individual solutions and making master data available in a uniform format.

PROJECT DATA

Since 2003, Suhrkamp has been working to gradually bring its business processes into line with Klopotek components. The implementation processes have been successfully managed due to the close cooperation between the internal project management team and Klopotek who created the tailored solution for workflow optimization at Suhrkamp.

BENEFIT

- Master data in a uniform format throughout the publishing house
- Centralized data management
- Alignment of distribution and planning data
- Effective workflow and marketing support

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, giving you 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. All of the extensive correspondence created during rights and contacts negotiations, as well as the expert reports and management decisions, are saved in a clear and comprehensible form. All the details 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 which is derived 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 specific requirements of each department, such as list development, production, publicity, rights sales, and marketing.

Rich editorial tools allow you to successfully negotiate the best deals, find the right author and agree on optimal conditions. These tools also allow you to be in control of the manuscript delivery even

on the contribution level, these tools also give you the ability to edit and forward the manuscript on to the production department. 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 the 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 and 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, 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 the 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 you 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.