

SHOWCASE BIBLIOGRAPHISCHES INSTITUT & F. A. BROCKHAUS AG



1984 saw the merger of the two most traditional and successful German publishers of encyclopedias, F. A. Brockhaus and Bibliographisches Institut AG. It was, in particular, the publication of ‘conversational encyclopaedias’ which led to the two publishers’ popularity. Their publishing program is split up into five brands: F. A. Brockhaus, Dudenverlag, Meyers, Harenberg Kalender and Weingarten.

www.bifab.de

“Before we introduced PPM, we always had to compile, check and exchange new data from the editorial, production, sales and advertising departments for almost every work process. Today, when creating lists of titles for capacity planning or purchasing and production planning, we can get a PPM report at the push of a button – something that used to be a complex and time-consuming process.”

Ulrich Granseyer, Member of the Executive Board of the Bibliographisches Institut & F. A. Brockhaus AG

TASK

PPM, the Klopotek Product Planning and Management system, was introduced with the aim of adjusting planning and production processes while making them more transparent. The main focus was to provide support for costing, project controlling and order management. The Klopotek application PPM, the existing BIFAB distribution system, the financial accounts and the central delivery system in Gotha were all integrated successfully. ONIX export enabled standard information to be provided to VLB (German Books in Print) and Amazon. Data in the web shop can be updated automatically if required.

PROJECT

Klopotek software was first implemented by BIFAB in 2004 – initially for the areas of planning and production. The Customer Care and the workflow components, which allow direct marketing activities to be increased, were introduced afterwards in close coordination between the company’s specialist department and Klopotek consulting. The first steps have been done to introduce the PPM component Contracts, Rights & Royalties.

BENEFITS

- Centralization of data maintenance
- Effective workflow and marketing support
- Consistent data quality
- Transparent work and order processes
- Increased productivity regarding web catalog and VLB (German Books in Print) information supply

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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, Production and Contracts, Rights & Royalties

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.