

SHOWCASE RAVENSBURGER



Bookseller Otto Robert Maier started his career as a publisher when he signed his first author's contract in 1883 and thereby launched the Ravensburger success story. He founded his publishing house on the knowledge that playing games is good for a child's development. Maier's idea continues to be upheld today by a staff of more than 1,400. The Ravensburger AG holding company comprises a book publisher, a publisher of games, an amusement park and an event planning agency.

www.ravensburger.de



"We couldn't find another supplier offering functionality similar to that which Klopotek provides for our royalty and rights business processes. Following the 'best of breed' principle, we opted for Klopotek."
 PPM project team at Ravensburger AG

TASK

In 1999 the international game and book publisher Ravensburger initiated a project to evaluate various software systems suitable for managing their contracts, rights and royalties business processes. Klopotek did so well in this preliminary project that Klopotek software should be implemented by Ravensburger for rights sales and acquisition, author and contract management as well as catalog production.

PROJECT

In 2000 it took less than a year to successfully implement all components of the Klopotek Product Planning and Management system (PPM). Under the direction of the IT department, the different Ravensburger departments became involved to the extent that they were the 'business owners' of the project.

Ravensburger and Klopotek are currently analyzing the range of new software functionality required to optimize performance for the publisher. Business processes initially defined for the project have now been extended and refined; this evaluation phase has had a positive effect because it has resulted in business process definitions being reviewed twice.

BENEFITS

- Evaluation processes ensure that Klopotek software serves all needs Ravensburger may have
- Full compatibility with existing ERP systems to serve Ravensburger's specific business processes
- Increased productivity through business process automation (contract printing, catalog production)
- Centralized administration: all customizing is done by the Ravensburger data processing center
- Low costs: implementation of standard modules only
- Low operating expenses

CONTACT

Marcus Dressler, CIO, Ravensburger AG
 e-mail: marcus.dressler@ravensburger.de

Petra Steinfeld, Director and Head of the Trade Publishers Business Unit, Klopotek & Partner GmbH
 e-mail: p.steinfeld@klopotek.de

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.