



Editors say a fond farewell to old tools ...

This is the modern way:  
**Klopotek Editorial Planner**  
 Automate project planning  
 from the initial project concept  
 and quickly deliver financial analysis

Editorial Planner is specifically designed for editors and production managers in book publishing and was first developed in conjunction with one of the leading international publishers. The tools of Editorial Planner are based on our research into industry best practices and provide better control of your workflow, fast access to all your texts and documents and enable you to quickly deliver financial analysis.

Editorial Planner supplies you with the freedom to develop and analyze your new ideas. Editorial Planner is supplied pre-configured and ready-to-use, but you are free to set up your own personal workflow using the powerful configuration features.

Editorial Planner is completely customizable to your business processes. Use your own terminology to re-name all field labels, re-group and re-arrange the labels to fit your preferred workflow.

Define all field values and the product classifiers to describe your planned products in an exact way and raise the quality of your project proposal for authorization.

You can print an up-to-date project folder at any time with one mouse click and you can be certain of having the correct and up-to-date project information.

Editorial Planner supports you in all your daily editorial work.

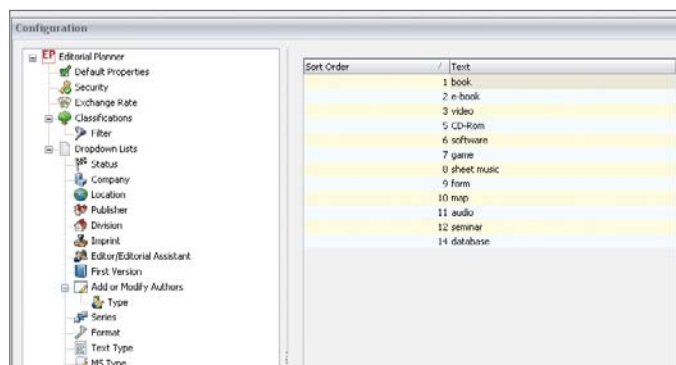
Editorial Planner helps you

- plan and calculate your projects,
- keep your ideas and concepts organized and up-to-date,
- easily report your projects, forecast your results and get your projects approved.

Easy to learn and easy to use Editorial Planner will become your personal assistant, adapting to your personal needs and helping you right from the start.

Editorial Planner software is self-installing and comes with Microsoft's SQL Server Express database system.

Install it as a stand-alone version only for you on your laptop or home computer or you can choose to install the network version to give you and your colleagues the benefit of the group communication features such as share and show, group work, team scheduling as well as the overview and list features.



It is easy to adapt the Editorial Planner to your individual needs when configuring the software using the dropdown menu structure.

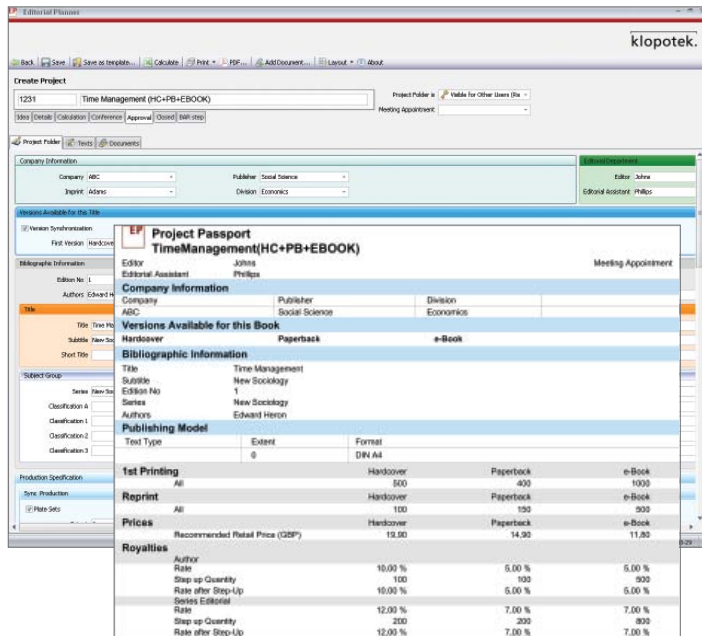
## From concept to fully planned product

Early planning processes can now be managed even more efficiently. From concept to final approval Editorial Planner supports you in a new way. With Editorial Planner it is easy to document ideas for a product, add information as available, define dates and deadlines and finally present the full project proposal with a calculation for authorization.

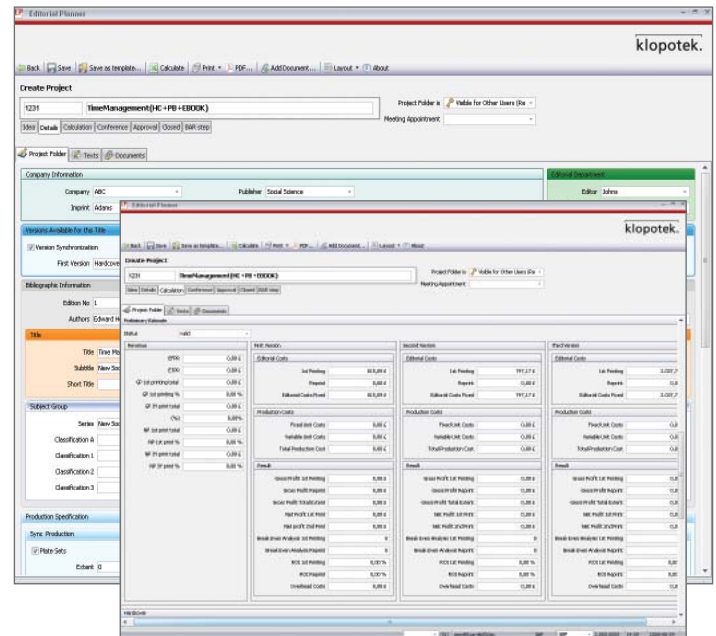
Using Editorial Planner, you will be able to compare alternative scenarios, automatically create calculations for single and multiple products and fine-tune your results until they meet your target margins.

Editorial Planner keeps track of your routine work, leaving you free to be creative. At any given point, the software will only display the information that you decide is essential for effective planning.

Every Editorial Planner user or user group can decide which input fields are essential. Select and re-arrange data fields on the screen using drag and drop. Include new or changed planning data in the 'Project Calculation' for break-even analysis and gross margin estimation. The system calculates the key figures and displays them immediately – just as easy as it sounds. The formulas are maintained in Microsoft Excel and are easily adjusted to suit your specific needs.



With the Editorial Planner you can manage up to three products or editions in a single project. This software, which provides a creative playground for developing new ideas, was first developed in conjunction with one of the leading international academic publishers, Taylor & Francis.



"How much would we save if ..." – You can make changes to the data and recalculate at the touch of a button until you are happy with the result and planned project profitability is acceptable.

## If you would like more information about the Klopotek Editorial Planner or any of Klopotek's publishing solutions, please contact:

Carl Mann, Director of Sales Europe  
Klopotek & Partner GmbH  
Mobile: +49 170.858 97 62  
e-Mail: carl.mann@klopotek.com

John Wicker, Executive Vice President  
Klopotek North America, Inc.  
Phone: +1.800.239.9254 x105 (toll-free USA/Canada)  
e-Mail: j.wicker@klopotek.com

[www.klopotek.com](http://www.klopotek.com)