

KLOPOTEK EDITORIAL PLANNER



How can I automate project planning and profitability analysis? With Klopotek Editorial Planner – a tool built to support editors' needs

Software that works the way you work

You have a new publishing idea you would like to try out – you give it a working title, perhaps specify a few data elements and save it as a digital project record. Two weeks later you have managed to find a qualified author to provide the information you need to get the project rolling, so you want to know if your idea is viable or not. You enter a few basic parameters – hardcover, number of copies to be printed, paper quality, product price – and do a first calculation of project profitability. You are not entirely happy with the result. What if you sold your idea as a hardcover, as a paperback and as an e-book, and what if you increased the price slightly for each product?

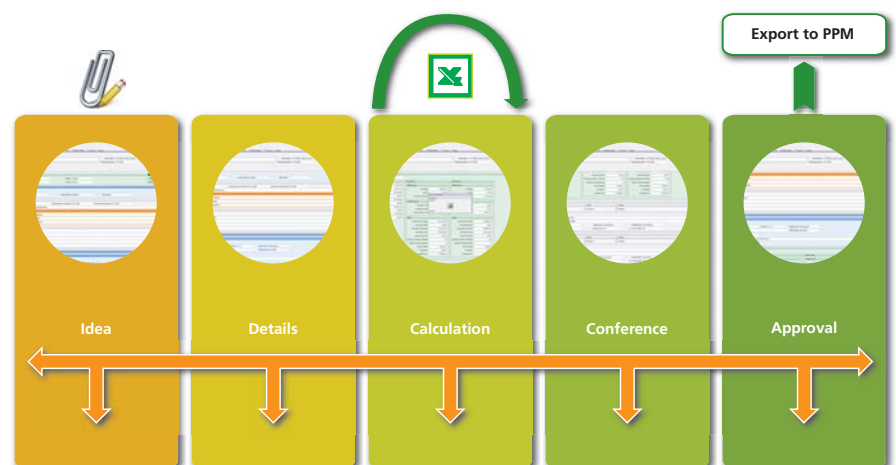
Recalculate at the touch of a button

You don't have to bother your co-workers from the Production Department

with countless questions such as "How much would we save if we reduced the number of pages from 220 to 200?", as you can do it yourself at the touch of a button and see what happens if you make small changes – recalculating the project is easy.

Once you are happy with your changes you schedule an initial meeting to present and promote your idea among your colleagues. Your correspondence with the prospective author and all other related documents are stored in a digital project folder attached to the project record, which ensures that all relevant documents can always be easily found.

To enable your co-workers to take a look at your idea before the meeting, you can make your project available to other users either in a read-only or read/write mode. At a later date, when you are preparing for the formal publishing meeting, you can add any additional information you may have about the



You can document your new publishing idea by entering a few basic parameters. More detailed information is added step by step as it becomes available. You do a calculation of project profitability and print this information out for discussion at the publishing meeting. Or you choose to recalculate. Or you do a calculation prior to adding detailed information. It's up to you.

project and create a printable PDF file, which includes a calculation about production costs, the break-even and gross profit as well as all other important information. Once the go-ahead has been given for the new project at the publishing meeting, the data generated using Editorial Planner can be transferred to the Klopotek Product Planning and Management System (PPM). PPM will automatically create three individual products: a hardcover, a paperback and an e-book edition.

Easy and transparent process management

Using Editorial Planner, early planning processes can now be managed easily and transparently. Klopotek Editorial Planner (EP) works the way editors work by providing a 'creative playground' for developing new ideas.

At every stage of the planning process a reliable calculation is only one click away. With this new tool, you work on projects instead of on products, since in the early stages of planning, it may not be feasible to decide on some details such as a product type or the number of editions. You can create and save as many versions of your project as you wish – and decide which one to use and finalize as the publishing meeting nears. You can outline and check a publishing concept by yourself or in a team by making your project and project-related calendar available to other users. It only takes two or three minutes to create a new project, and more detailed information can be added step by step as it becomes available, including letters from the author and other related documents, which can be attached to the project.

Set up your own personal workflow

The software can be set to only display the input fields which are absolutely required at any given point for effective planning. It only takes your administrator a few moments to set up the software so it matches the way you do planning. You can configure the required number of planning process steps



Taylor & Francis Group
an informa business

“Editorial Planner gives editors flexibility”

Editorial Planner was first developed in conjunction with one of the leading international academic publishers, Taylor & Francis.

“The Editorial Planner is a lot simpler than PPM – particularly for dual edition publishing models. It gives editors flexibility to compare and contrast

costs for completely different publishing models and to make note of ‘ideas’ as well as ‘definite’ books without having to create new products in the PPM database.

Also, for creative teams who want to tailor their working environment, but could not do so at all within PPM, the Planner allows editors many ways to fine-tune screen layout and appearance.”

Samantha Grant
Global Tracking Projects Manager, UK
Taylor and Francis Books

and input fields as well as the way they are arranged and displayed. There is essentially no limit to how you can customize the Editorial Planner to fit your individual needs – from color scheme to data element labels, clickable buttons and tables.

How does it work exactly?

Every publishing house is different and has different initial project planning requirements. You know best how information is gathered, processed and shared at your company, which is why

Editorial Planner can be freely configured using drag and drop technology. You can start using the tool immediately after the quick and easy installation procedure. You can choose from a variety of templates that come with Editorial Planner. These templates can be adapted to meet your individual requirements.

Only a few basic parameters are required for estimating your production costs as well as break-even and gross profit at the touch of a button. The calculation for up to three different product types is done in a single project.



What kind of information is required at what step? Editorial Planner comes with a variety of templates for displaying different views of publishing data, but these templates can be modified – simply by using drag & drop. Move, make bigger, make smaller, minimize: You decide what your views look like. And if you’re no longer happy with them, you can always make further changes.

You can always add information as it comes along in later steps, and there is a simple one-click method to include the new or changed planning data in the break-even analysis / gross profit calculation. The calculation process is carried out in the background via an Excel® file template. The default templates that come with the Editorial Planner can easily be adapted to contain different or more specific data required for more accurate calculations. As this Excel® template also calculates production costs, you can always provide your Production Department with your latest price estimate information.

Editorial Planner enables you to work with your views on your projects, and each view can be tailored to each process step within minutes. There are no tabs that 'hide' information, as each view displays all relevant information on one single screen. You can make your views even more concise by displaying only the data fields that require data entry from the user. This can lead to a significant saving of time at publishers where many products are similar, e.g. regarding cover design and paper quality.

What can you use it for? For everything that comes before detailed production planning and estimating – done in PPM

Klopotek's PPM (Product Planning and Management) software tool is designed to support the activities of your production department with very accurate calculation of product costs and profit margins. Naturally this requires significant data entry. For example, in PPM both an ISBN and an order number are needed for entering a product price. But this information may not be available in early planning processes. This is where Editorial Planner comes into play. Using this tool it is easy to create, check and – if necessary – discard a new project idea within minutes.

Product information such as prices, quantities etc can be modified at any time to improve margins for the whole project, which can consist of up to three different products / editions. Playing

around with new ideas in this way keeps the PPM Product Pool free of extraneous data, as all EP projects are stored separately from the data generated by PPM.

Once the new project has been approved at the publishing meeting, all data created by Editorial Planner can be exported to PPM. This data will also be incorporated into the logic of PPM: A single EP project is 'processed into' up to three PPM products, ensuring that

all information entered using Editorial Planner is moved to the individual Product Pools of these new products.

If you are planning a new edition of an existing product, you can import the product information from PPM into Editorial Planner. Once you have done your planning and calculating, you can export this data to PPM, where the new edition will be added to the existing product.

Project Passport				
Weather Guide - planned June 2009				
Editor	Elizabeth Mitchell			Meeting
Editorial Assistant	Warron Weaver			10.03.2009
Company Information				
Company	Publisher	Publishing Division		
The Academic Publisher	Science	Physics		
Versions Available for This Book				
Hardcover	Paperback	Special Edition		
Bibliographic Information				
Title	The Complete Weather Guide			
Subtitle	A Collection of Practical Observations for Prognosticating the Weather			
Edition No	1			
Series	Science			
Authors	Joseph Taylor			
Authors	John Claridge			
Specification Variant				
Text Type	Extent	Format		
Applied Physics	352	215 x 297		
1st Printing				
All	2000	Hardcover	Paperback	Special Edition
		4000	4000	1000
Reprint				
All	1000	Hardcover	Paperback	Special Edition
		2000	2000	1000
Prices				
Retail price (EUR)		Hardcover	Paperback	Special Edition
		34.00	19.95	15.00
Royalties				
Author				
Royalty Rate	7.00 %		5.00 %	3.00 %
As of Qty	1000		1000	500
Next Royalty Rate	8.00 %		6.00 %	4.00 %
Series Editor				
Royalty Rate	3.00 %		2.00 %	1.00 %
As of Qty	1000		1000	500
Next Royalty Rate	4.00 %		3.00 %	2.00 %
Agency				
Royalty Rate	0.00 %		0.00 %	0 %
As of Qty	0		0	0
Next Royalty Rate	0.00 %		0.00 %	0 %
Key Date				
Delivery Date Manuscript	Date Handover to Production	Planned Publication Date		
01.07.2009	01.09.2009	02.12.2009		
Production Costs				
		Hardcover	Paperback	Special Edition
Editorial Costs		25.28 £	50.56 £	15.76 £
Overhead Costs		6,000.00 £	6,000.00 £	6,000.00 £
Total Production Cost		7,548.44 £	16,602.97 £	4,874.75 £
Variable Unit Costs		2.12 £	2.67 £	2.12 £
Fixed Unit Costs		0.55 £	0.12 £	0.55 £
Total Result				
Net Revenue First Printing	1st Printing	16,678.89 £	23,336.87 £	11,022.96 £
56,347.34 £	Break Even 1st EdSize	24,776.77 £	34,863.57 £	21,904.19 £
Net Revenue Ed. Size Total	Product Result 1st Print	7,310.23 £	8,114.14 £	8,114.14 £
84,521.01 £	Break Even EdSize 1	844	1924	242
	ROI 1st Printing	42.01 %	34.50 %	49.28 %
Break Even 1st Printing Total	(%)	Break Even 1st EdSize Total	(%)	
51,038.72 £	90.58 %	81,544.53 £	97.62 %	
Product Result 1st Printing	(%)	Product Result Total	(%)	
23,538.51 £	41.77 %	41,688.32 £	49.91 %	
Editorial Planner Klopotek & Partner GmbH Version:2.0.0.10				

Search and put together all documents and information related to your publishing project – you can now say farewell to this. Using Editorial Planner you can create a PDF file at the touch of a button, which contains all relevant information for the publishing meeting. Using this document, it will be easy to get your project approved. After the meeting, you can export the data created by Editorial Planner to Klopotek's Product Planning and Management system (PPM) for detailed production planning and estimating.

International teamwork supported

You can make your project available to other users either in a read-only or read/write mode. To make planning processes even easier, Editorial Planner has a calendar function, which can send information to the individual Outlook® calendars of the planning team.

International companies can change the pricing 'on the fly' from US Dollars to Sterling or Euro and vice-versa.

Also available as a stand-alone version

If you do not use PPM at your company, you can also install Editorial Planner 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. Editorial Planner as a stand-alone version comes with Microsoft's SQL Server Express database system.

Excellent ROI guaranteed

Spending your time looking for and putting together documents, preparing Excel® sheets for the publishing meeting, finding best supplier prices and comparing their offers over and over again using ad-hoc Excel® sheets: Is this money well spent?

Or is it better spent on effective work such as project planning using an efficient calculating tool, communicating with authors and suppliers, optimizing costs, and managing key information using a tool every team member has access to in order to make decisions quickly?

If you invested in a software that provides such capabilities, would this not pay off quickly?

What if ...

- title data could be managed more efficiently?
- various calculations of the profitability of planned titles would be possible and if this data could be stored and retrieved?
- calculations could be automated based on supplier price lists and your profitability rules in a software system?
- at any time, at any place, the status of every project would be visible and if it would be safe and easy to prepare all relevant documents for the publishing meeting?
- decision-making documents such as project passports and calculation sheets could be produced at the touch of a button?

In a nutshell, the result would be:

Less errors.

Better quality.

Increased productivity.

This is why Klopotek Editorial Planner is a tool which pays off in a few minutes.

Please talk to us about your business processes – we will be happy to make a detailed calculation tailored to your company.

What can Editorial Planner do for you?

- Manages up to three products / editions in a single project
- Freely configurable user interface with drag & drop functions for as many workflow steps as desired
- Workflow steps are structured in clearly arranged views
- Combines internal and external data in digital project folders
- Calculates production costs and profitability at the touch of a button; the calculation can be redone at any time
- Multiple versions of a project can be saved
- Creates a PDF file containing all relevant information, which can be printed out for the publishing meeting
- Exports data to and imports it from PPM
- Comes with calculation templates that can be modified
- Includes a calendar function, which is compatible with Outlook®
- Can change the pricing ,on the fly' from US Dollars to Sterling or Euro and vice-versa
- Available in English or German
- Easy to install

Interested?

If you would like further information on Klopotek Editorial Planner or have any questions, please contact your local office.

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