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KLOPOTEK PRESS RELEASE

## Academic publisher BRILL is implementing Klopotek

Academic publisher BRILL, with offices in Leiden (The Netherlands) and Boston, Massachusetts (USA), is implementing Klopotek's publishing solutions for its entire range of products, including electronic products, major reference works, primary source collections, and journals.

Following a 2-month system suitability study, BRILL is currently implementing Klopotek's PPM (Product Planning and Management) and JEM (Journal Editorial Management) components in a centralized database. The first phase sees BRILL replace its current IT infrastructure with Klopotek's Editorial & Production and Publicity & Product Marketing modules. CR&R (Contracts, Rights & Royalties) will follow in the second half of this year. CCM (Customer Care Management) is scheduled for 2010.

Klopotek is the leading provider of software and services to the publishing industry. BRILL expects to benefit from best-practice solutions, standardized business processes and innovative business models.

Using PPM's Title Management functionality, it will be possible delivering ONIX-formatted product data to online vendors such as Amazon, Nielsen, and many others, and exchanging product and sales data with Brill's international distributors.

Another important part of the Klopotek implementation is a centralized address pool, which will form the basis for implementing CCM / Customer Marketing in 2010.

Globally, about 100 users at Brill will work with PPM and JEM.

### **About BRILL**

Founded in 1683 in Leiden, the Netherlands, BRILL is a leading international academic publisher in the fields of Ancient Near East and Egypt; Middle East and Islamic Studies; Asian Studies (incl. Hotel imprint); Classical Studies; Medieval and Early Modern Studies; Biblical and Religious Studies; Slavic Studies; Language & Linguistics; Biology; Science (VSP imprint); Human Rights and Public International Law (Martinus Nijhoff imprint). With offices in Leiden and Boston (MA), Brill today publishes more than 100 journals and around 600 new books and reference works each year. In principle all publications are made available in both print and electronic form. Under the imprint of IDC Publishers a large number of collections with primary sources are marketed in the above-named academic fields. Our customers are academic and research institutions, libraries, and scholars. BRILL is a publicly traded company and listed on Euronext Amsterdam NV. For further information please go to [www.brill.nl](http://www.brill.nl).

**About Klopotek**

Klopotek is the leading supplier of software and consulting services for publishers of books and journals, print and online. More than 300 publishers specializing in different areas, with over 13,000 users, rely on Klopotek programs to help them manage their business and achieve their goals. Klopotek has over 15 years experience in delivering innovative solutions to publishers around the world. Klopotek software supports the entire publishing value chain for print and digital products, including contracts, rights and royalties management, editorial planning, production management, product promotion, marketing, sales, and distribution all the way through to order processing and customer service support.

There is also a variety of products available for comprehensive business information, reporting and advanced integration technologies, which link Klopotek to other systems, websites or content management tools. All products support latest technologies and standards such as XML and ONIX. Klopotek encourages the development of emerging ideas to embrace the transition to an increasingly digital world through an unrivalled investment in product enhancements and services and through sponsoring cutting-edge research and networking within the publishing industry. The company has offices in Europe (Amsterdam, Berlin, Frankfurt, Munich and London) and the USA (New York and Parsippany/New Jersey). For further information please go to [www.klopotek.com](http://www.klopotek.com).

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