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KLOPOTEK PRESS RELEASE

UNESCO Implements Klopotek Software

UNESCO is implementing the Klopotek Standard Software for Publishers to manage their worldwide publications operations and optimize the publishing workflows.

Based on pre-configured *Best Practice Business Processes* the Klopotek consultants support the UNESCO publications team in creating the most effective process management and streamlining the editorial and production workflows for an estimated thousand global users.

The Klopotek solution will facilitate UNESCO's planning and approval processes for all types of publications, manage the financial aspects of the publishing activities such as preliminary and final calculation and will help streamline the global production and distribution processes. Based on best practice business processes and publishing standards such as UNICODE, XML and ONIX the Klopotek system supports automated product marketing and guarantees accurate data as information source for the aggregators and on the UNESCO websites. The Klopotek system also tracks the publishing rights and serves as the central rights marketing and sales system. Users will access the Klopotek software system in English and French. The system is hosted and fully managed by Klopotek in a certified data center.

Ian Denison, Chief at UNESCO Publishing in Paris and project owner explains why UNESCO has preferred the Klopotek out-of-the-box Publishing Solution in contrary to the originally planned bespoke development: "After a thorough review of the capabilities of the standard package of Klopotek and a comparison with our designed solution we are convinced that the standard software and the best practices approach which Klopotek offers will provide us with a lot of additional options. The expertise we are getting from the Klopotek project team will enable us to review and streamline our business and optimize our processes."

Ulrich Klopotek von Glowczewski, founder and CEO of the Klopotek Group, is proud of having won another global organization such as UNESCO as a customer: "UNESCO relies on Klopotek software and services like our international publishing customers Elsevier, Taylor & Francis, World Bank, to just name a few. Our ability to deliver a solution implementation within less than four months reduces cost and project risk and will provide UNESCO with a rapid ROI."

About UNESCO Publishing

UNESCO Publishing is the publishing arm of the UNESCO and publishes or co-publishes titles in more than 80 languages. These include books, multimedia (DVDs, CD-Roms, VHS videos), periodicals, and scientific maps for professionals.

Facts and Figures

- Over 60 years of publishing
- More than 10,000 titles published
- 100 new titles a year
- Translations in 80 languages
- 43 national distributors in 30 countries
- 166 depository libraries in 160 countries
- 20,000 recipients of the printed quarterly *Just Published* bulletin
- Annual participation in some 50 book fairs and exhibits worldwide

UNESCO Publishing is at the heart of UNESCO's role as an international publisher and operates in fact in a manner similar to a university press, making available print publications and multimedia products arising from the Organization's diverse program activities to specialists and general readers.

About Klopotek

Klopotek is the leading supplier of software and consulting services for print and online publishers of books and journals. More than 350 publishers specializing in different areas, with over 14,000 users, rely on Klopotek software to help them manage their business and achieve their goals. Klopotek has nearly 20 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 marketing, sales and distribution all the way through to order processing and customer service support. There is also a variety of solutions 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 or ONIX.

Klopotek Software is available in-house and 'as a service' – internet-based, pre-configured, without the need to purchase computer hardware. The Klopotek SaaS solution, which embodies best practice processes for publishing, is currently available for Title Management & Product Marketing, Editorial & Production and Contracts, Rights & Royalties.

The company has offices in Europe (Amsterdam, Berlin, Munich and London) and the USA (Parsippany/New Jersey). www.klopotek.com

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