

SCHILLING PUBLISHING LIFECYCLE MANAGEMENT

Give the editor-in-chief, the editor, production manager, publisher, finance department, sales and marketing and the staff responsible for royalty a better overview and basis for decision.

Schilling Publishing Lifecycle Management (PLM) provides editors with a tool that makes their work much more efficient. PLM ensures a full overview of all ongoing projects and publications from start to finish, and thereby increases the chances of reacting to budget-deviations. PLM also enables sales and marketing to plan and target activities in connection with the launch of new publications and gives them a constant overview of the costs of the various undertakings.

The finance department will get a better and long-term overview of all future costs, which will ease cash-flow management significantly. It will be easier to get detailed analysis of profitability in relation to the individual publications, which provides a better basis for making the right decisions at the right time.

Having all the information in one solution saves time and makes your job easier. You avoid data

entry errors and deviations between different isolated systems. It is easy to extract information for reports and statistics, as everything is available in one place.

PLM is designed so that it covers the entire publishing process from the first idea to the final sales results.

Concept

Which ideas should become books? That's the great challenge! The publisher gets a valuable database, where all the good ideas can be stored in a structured way. With PLM you also get a tool that ensures quality and value in your decision making process, when considering for example: Who is the target group? What is the size of the target group? How do we sell the book and in how many copies?

PUBLISHING LIFECYCLE MANAGEMENT

AUTHOR PORTAL

CONTRACT, RIGHTS & ROYALTY

MARKETING / CRM

SUBSCRIPTION

PUBLISHING ANALYSER

METAPORT



Master information

An easy way to ensure consistency in the way you create projects is to use templates. It saves you from having to enter all the standard information on each new title. It saves time and provides security. All information and material are saved on the individual ISBN numbers, which makes it easier to forward information about catalogue texts and discounts to web-shop, booksellers, etc.

Calculation

PLM makes it easier to calculate cost prices of individual books. For example: How much will the book cost if I choose one kind of paper as opposed to another? How much are we paying for illustrations and binding? What is the difference in price between 300 pages and 400 pages? Which sales price is viable in relation to quality? Not only will you ensure consistency and structure in your work processes – when calculations and other relevant information are easily accessible in one place, the internal time consumption will be reduced considerably.

Planning

It can be difficult to maintain a complete overview, but with PLM it is easy – from activity planning by means of easy-to-read schedules, to having plans for the individual activities right at your fingertips. You get a good overview of the expected and actual start date and end date for the individual phases, and an overview of all the activities and how they appear in the schedule for the whole project.

Decision and break-even

It is virtually impossible to act prudently without knowing how many books have to be sold at a given price in order to avoid losses. Factors such as unit cost, sales price, and quantity are important. Likewise fixed and variable costs are a liability to the profit ratio in different ways. With PLM you have a tool that helps you maintain an overview.

Budget

A budget can be created either by transferring a calculation to a budget or by entering it manually. As with calculations, you can work with several different versions of a budget until a budget is made. Budgets can be transferred to the finance system so that they are included in the company's total budget.

Production

With a range of predefined project templates it is easy to start a production plan for a new book. The PLM solution ensures that all processes are included, whether or not some activities/tasks are performed simultaneously and others in continuation. The project plans provide an overview later in the process and make it easy to see if the production plans are on schedule and – if there are any deviations – to intervene accordingly.

Corrections

As corrections are often made to projects, calculations, budgets, forecasts, texts, titles, etc., PLM makes it easy to retrieve and follow up on these corrections and their cause. This can be done either with different versions of a calculation or as simple text.

Sales and marketing

By using the correct information you can target your marketing more efficiently. Integration with the campaign module enables automatic printing of introduction and sales letters to partners who should receive free copies for example. When all the information about publications are accessible in one system, you ensure good quality and consistency in the planning of the individual book sale, which will optimise your sales.

With the latest information about sales, sales channels, or sale per sales channel right at your fingertips, you can minimise your inventory.

You can easily make new forecasts based on statistics and the knowledge of future activities, that support the sale of the individual book.

Reporting

The solution is based on the idea that all information must be stored, so that it can be easily retrieved and combined in different standard reports. It is also possible to order new reports tailored to the individual requirements of the publisher, management, or individual departments.

The reporting options are based on project and product master data and calculated, estimated and actual figures. These reports can be generated for a single project as well as across several projects.

Royalty

Handling of author agreements is very simple with Schilling's publishing solution. All author agreements are recorded in the system and the entire settlement is performed automatically at the agreed time. Schilling's author contract solution is the most widespread solution in Scandinavia for the calculation of royalty in connection with the sale of books, both print and digital. It can handle almost all types of agreements.

- PLM is based on standard modules that can be acquired independently of one another and combined as required.
- All Schilling's modules can be used as stand-alone solutions or integrated with other finance and publishing systems.
- It is easy to extract data and transfer to or from your

Benefits:

- Greater readiness to change when you have the full overview of all publications.
- Efficient work routines with user-friendly project templates.
- Better quality and improved employee satisfaction with easily accessible information, transparency, and user-friendliness.
- Increased earnings and better company performance with the right decision basis and transparency.
- Optimised sales and marketing.



If you would like to know more about Schilling and what we can do for you, contact us at +45 70 27 99 00 or read more on www.schilling.dk.



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