



## **TITLE LIFE-CYCLE MANAGEMENT FOR BOOK PUBLISHERS AND INFORMATION SERVICE PROVIDERS**

In today's fiercely competitive book publishing world, finding, launching, and selling successful titles is harder than ever before. Mastering these challenges requires quick and easy access to business-critical data and streamlined collaboration throughout the product life cycle. With the powerful capabilities of mySAP™ Product Lifecycle Management, you can keep track of titles from concept through product launch and beyond, interact effectively with writers, and make sound decisions based on accurate, timely information.

### **Turning Good Ideas into Profitable Products**

In today's book publishing world, product life cycles are shorter and windows of opportunity for individual titles are smaller than ever before. And when it comes to defending or expanding market share, competition is fierce. To succeed in this tough environment, you have to launch the right products at the right time. And you have to identify and retain your best writers.

The good news is that book publishing still offers great potential for significant profits. But to make the most of your opportunities, you need powerful, cutting-edge information technology that enables you to separate the wheat from the chaff at an early stage, to determine the ideal publication date, and to provide the quality of service that successful authors expect.

### **Control and Transparency for the Entire Product Life Cycle**

The mySAP™ Product Lifecycle Management (mySAP PLM) solution is part of the SAP for Media set of solutions. With its powerful capabilities, mySAP PLM meets the precise needs of the book publishing industry. It includes state-of-the-art functions for:

- Planning and developing new book titles
- Acquiring authors and publishing rights
- Collaborating with a wide range of partners across the entire value chain
- Budgeting, forecasting, and monitoring profitability

What's more, these functions integrate seamlessly with other SAP® solutions for customer relationship management, supply chain management, and intellectual property management. And mySAP PLM provides end-to-end coverage for the entire product life cycle, ensuring the smooth flow of data, as well as enterprise-wide reporting and analysis.

### **Key Functions at a Glance**

- Idea management
- Project proposal management and book profitability forecast
- Approval procedures
- Author acquisition and contracts
- Editorial collaboration and project management
- Profitability planning and monitoring

### **A Sound Basis for Sound Decisions**

mySAP PLM allows you to effectively manage ideas for new products. Documentation functions enable you to follow the development of promising ideas. And key information, such as the results of market research, can be stored for quick and easy reference. Once an idea has reached the project proposal stage, sophisticated book-profitability-forecast features provide you with a reliable basis for planning. Moreover, integrated approvals workflows make for faster, more reliable decision making.

You can manage and document all communications with potential authors or licensors. And once a project is under way, a user-friendly online authoring environment enables writers and editors to collaborate effectively on manuscripts as well as keep track of versions and changes. This makes for transparent processes, ensuring that everyone is up to date with all the latest developments.

Predefined templates for a wide variety of publishing contracts and licenses are also included. Status management functions, activity lists, and automatic reminders ensure fast, efficient contract negotiations. What's more, you can view information on the rights you have acquired and their expiry dates, warding off unexpected and potentially costly surprises.

### **Streamlined Collaboration and Planning**

mySAP PLM, with its state-of-the-art functions, provides sophisticated workflow for a range of products and projects, streamlining interaction between authors and editorial staff. The solution allows you to define deadlines and milestones, enabling you to monitor compliance and take appropriate action where time lines are slipping. That means faster time to market, fewer mistakes, and fewer missed opportunities.

All information on titles is stored in a central title master repository that provides marketing, production, and sales staff with a broad view of all products. This gives everyone access to the same accurate, up-to-the-minute data; provides greater transparency; and helps avoid expensive errors.

Financial planning, budgeting, and profitability functions support both bottom-up and top-down approaches. You can roll up figures from operational project planning to higher levels or allocate central budgets to individual projects and departments. In addition, authors and other external partners can be given Web-based access to personalized sales figures, royalty accounts, and so on. This powerful functionality puts you firmly in control of critical financial issues and helps keep you fully in the picture, both within your company and beyond.

## Business Benefits

mySAP PLM enables you to:

- Identify winning ideas at an early stage, allowing you to focus your efforts on profitable projects
- Manage your development process more effectively and determine ideal publication dates, reducing costs and increasing sales
- Enhance author loyalty by delivering the high levels of service today's successful writers demand
- Increase the number of successful new products by identifying and exploiting the winners while spotting and discarding the losers
- Use comprehensive reporting and analysis functions to rapidly detect both problems and opportunities and to take action at an early stage
- Implement effective information flow for better strategic decisions
- Streamline communications and collaboration via the Internet and intranets, accelerating product development time, allowing you to focus on critical tasks, and improving your ability to meet critical deadlines

## Set for Success

mySAP PLM provides the powerful functions that book publishers require to stay ahead of the competition. Whether you are developing an idea for a new title, preparing for an imminent market launch, or checking the status of rights, this cutting-edge solution puts the information you need at your fingertips – ensuring the success of your products and the loyalty of your authors.

To find out more about how SAP for Media can help your company, visit [www.sap.com/media](http://www.sap.com/media).

[www.sap.com/contactsap](http://www.sap.com/contactsap)

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