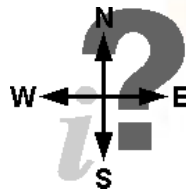


**Getting to a Digital Strategy in Your  
Publishing Business...improving the  
value of your business.**



# An Opportunity and a Challenge

- Our perspective as a business systems supplier
- We see the changes from print to various forms of “digital”
- STM Publishers moved earliest
- What started this shift to digital?
  - <http://youtube.com/watch?v=pQHx-SjgQvQ>
- We also see the value improvement in those businesses

# What's the Buzz Related to Digital ?

## What We're Hearing from our 400 + Publishing Clients

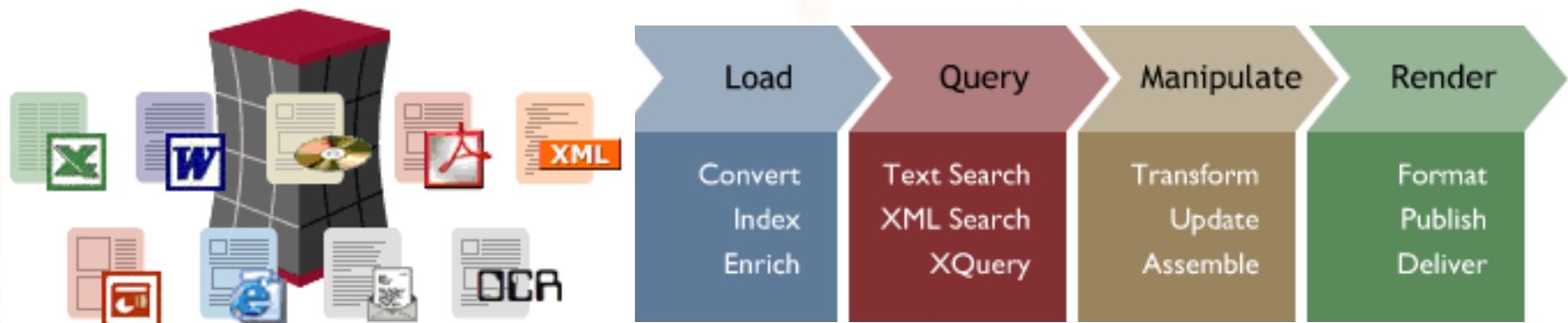
- Broader markets to serve-more outlets
- Less space on shelves
- More complex business with thinner margins & more products, delivered in differing formats
- What about royalties on these new “fractional” or less than full content products
- Rights accounting and management is more important than ever
- Stronger performing back list needs
- Big Picture is much bigger now
- Lines are blurred between what is a book and what is a subscription. That means accounting needs changing.
- Multiple revenues streams from both and recurring too.

# Opportunities

- As publishers learned, who have attended the O'Reilly Tools of Change conferences; there are new opportunities and market demands for content ranging from full works to fractional content to “mash-ups” of existing content for new works.
- F&W Publishing's fine wood working published in the '20s and out of print for many years had a chapter about finishes, now a popular topic of those enthusiasts...
- Sage Publications have moved from mostly print books and journals to nearly all digital collections and on-line content delivery. This move has changed nearly everything.
- Digitizing content to develop a recurring revenue stream to supplement the sales of more traditional print products but sold as “kit” where access to content is provided by the sale of the book/content kit in a subscription form.

# Workflows, Processes & Systems

- All of that changes to support the new strategy.
- Could start with the digital content platform for all of your intellectual properties...
  - Here's an example



# Workflows

- **Business impact resulting from these changes mentioned above are significant and cause major changes in workflows, processes, accounting and contract compliance.**
- **Authors contracts, access to real-time info for royalty agreements and dealing with fractional content, rights accounting and rights contract management are all impacted when implementing a digital strategy.**
- **Acquisitions, Scheduling, Projects, Production, Marketing, Web integration, ONIX Data – all will see changes in a real digital strategy.**

# Becoming Faster, Agile & Community Oriented

- **Better service to customers 24x7, cheaper and easier**
- **Make my business systems do more and with fewer people**
- **Become a community driven business by using Web 2.0 and agile publishing methods**
  - **Use XML to modularize content for targeted reuse and delivery**
  - **Use online communities that not only provide feedback to refine products but create content through sharing and interaction**
  - **Use fast, iterative development processes to launch new products within weeks**
- **Include everything in my business into my “web strategy” with no barriers for people to jump over**
- **Make everything work & talk together – no barriers between organizations/people/machines or www**
- **Software delivered not installed. – a service not an in-house system.**

# Results

- **Improving the value of your business**
- **Creating multiple and recurring revenue streams**
- **Improving author retention – because your business can deliver these new services within the agreements you need.**
- **Reducing overall production costs**
- **Leveraging the content you have by “discovery” by finding new ways to monetize that content**