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WPG selects the Klopotek Public Cloud offering to harmonize processes

New media and distribution channels, plus changing reader behavior and expectations, are putting pressure on business processes at publishers both in terms of accuracy and flexibility. For these reasons, WPG Uitgevers group – well-known for subsidiaries such as De Bezige Bij, Kindermedia and A.W. Bruna – has now decided to switch to cloud-based software support using Klopotek STREAM web apps.

Erik van Aalst, CFO at WPG, explains: "We were looking for a system that could help us to further harmonize our business processes – that could return the data we put into it as valuable information, so that we can react quickly and decisively to market changes. We wanted this to be safe and cost-effective. And we wanted this to happen without having to complete a long and expensive implementation and migration project. All of this was possible with Klopotek's cloud solutions."

WPG took the decision to opt for Klopotek following a number of workshops that resulted in making employees of various user groups enthusiastic – most importantly because the software can be made part of workflows to guide users through completing their tasks, because it can assist in ensuring good metadata quality at all times, and because it offers a variety of options not only for entering data but also for displaying and monitoring it in an intuitive way.

Ernst Lopes Cardozo, Managing Director of Klopotek BV, adds: "WPG was one of the first companies to become our client quite a long time ago. So, we are very happy and also proud that WPG decided to switch to our new generation of software solutions for publishers."

For more information, please contact:

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About WGP Uitgevers

"As an independent group of media businesses with leading brands we are driven by a deeply rooted mission to contribute to a well informed and progressive society. We believe storytellers are crucial in this mission.

We make their stories great, in the broadest sense of the word. We select stories and bring them to the right audiences via the most suitable carriers and channels. So that storytellers and their stories continue to have an impact for you and me, and the society of today and tomorrow."

Source: <https://www.linkedin.com/company/wpg-uitgevers>

More information on the company website (in Dutch): <https://www.wpg.nl>

About Klopotek

Klopotek is the international market leader in the area of publishing software. We offer publishing solutions for Title Management, Editorial, and Production, as well as Contracts, Rights and Royalties, O2C, and CRM with our cloud-based STREAM web apps. Over 400 publishers chose Klopotek as their software provider.

Publishing processes made easy: STREAM is Klopotek's platform for user interaction across computers and portable devices. Focused on supporting key business processes in a smart and simple way, Klopotek STREAM provides an excellent user experience (UX). Complete essential business tasks wherever you are, whenever you're connected to the internet and enjoy an interactive user experience guiding you through an easy-to-use and harmonized workflow of all of your publishing tasks..

More information: <https://www.klopotek.com>

About Klopotek Cloud

As Klopotek Cloud makes use of a shared organization and infrastructure, it is a cost-effective alternative to operating a system on premise. Your data available to you only; our data centers provide a high level of security.

Start working immediately, in an easy way, using a configuration based on best practices; the number of your processes in the Cloud can grow with your business requirements.

STREAM, our modern, cloud-based platform for a great User Experience on any type of device, is operated on a shared instance (available 24/7) providing process optimization and a fast roll-out.

More information: <https://www.klopotek.com/klopotek-cloud>