



BRILL

CASE STUDY BRILL



Bas Baas, Vice President of Technology, Brill

Brill is a Dutch international academic publisher founded as early as in 1683 in Leiden, the Netherlands. With offices in Leiden, Boston, Paderborn, Göttingen, Vienna, and Singapore, Brill nowadays publishes 360 journals and around 2000 new books and reference works every year. (See also: https://en.wikipedia.org/wiki/Brill_Publishers)

In 2021, Brill acquired Vandenhoeck & Ruprecht Verlage in Germany and Austria. Having checked the system landscapes of both companies, it was decided to upgrade to Klopotek STREAM in a worldwide roll-out. For reasons of efficiency and consistency, Brill chose to first move away from on-premise installations and to move to the Klopotek Private Cloud.

Bas Baas, Vice President of Technology, led the Brill team preparing and executing the move to the Klopotek Cloud. In an interview with us, he explains the main reasons for switching to our Cloud service in detail and speaks about the project that resulted in migrating various business locations to the Private Cloud during one single weekend.

Klopotek CLOUD

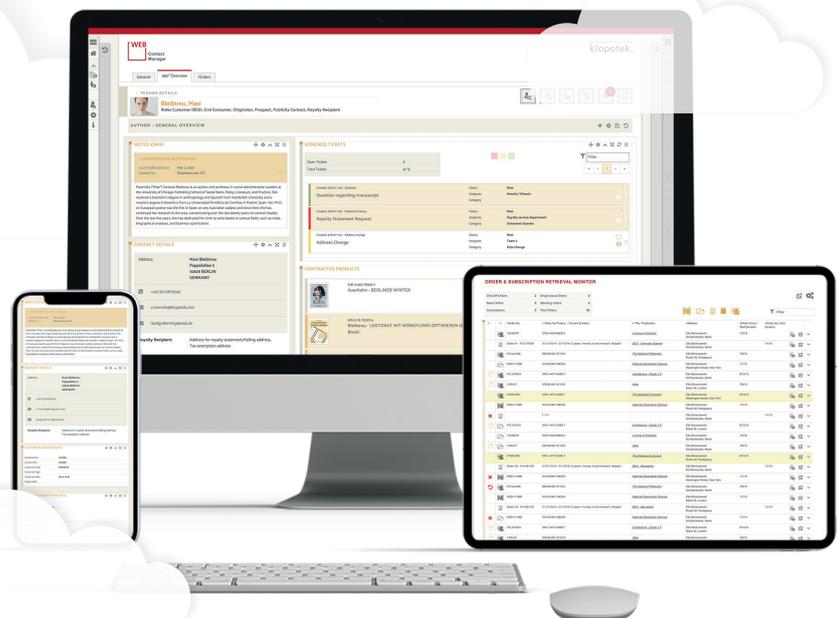
Bas, what were the main drivers for switching from an on-premise set-up to a pure Cloud environment with regard to costs and cost management, reliability, flexibility, and hardware management?

OK, I'll start with the costs perspective. This was relevant for us, as we were paying money to Klopotek for monitoring the system, plus there were – of course – costs for the services for hosting the software on premise and related work. It was not only cost-neutral but cost-efficient to move to the Klopotek Private Cloud: the costs for the Private Cloud were actually lower than expected.

You also asked about reliability. Availability is more important to me and is probably what we should focus on in this discussion, because our web shop is connected to Klopotek. With our on-premise solution, once, every two

months, updates had to be done, usually on a Friday morning, so the sales processes were on hold during that period of time. Now, in the Private Cloud, the US team can do these updates, so our office hours in Europe are not affected. This is much better for us.

I would even say that reliability increases if you switch to the Private Cloud, as our team in the US can now solve a problem for us, if there is one, while for our on-premise solution in the Netherlands, our IT services were only available during our office hours.



And speaking about flexibility ...?

Generally speaking, working in the Cloud makes you more flexible. But for us, it is a little different, as our in-house solution was very much tailored to our needs, so we were, for example, able to manipulate our database when we wanted to. So, we are probably less flexible now, but from my perspective, this is a good thing: In the past, we often did things our way, and often very quickly. Now, we are more forced to do things the 'best practice' way. I prefer to have less flexibility, 'application-wise', so there is less of us finding our own solutions.

Talking specifically about hosting, our on-premise solution was sort of in our own Private Cloud, as it was all virtualized, but our options were limited because of hardware restrictions. As Klopotek has many customers who work with their software in the Cloud, they also have more hardware available.

And for Private Cloud solutions, you no longer need to implement your own test environments ...

Yes, sizing up becomes much easier, as no hardware investments, such as for testing purposes, have to be made.

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How has moving to the cloud affected your business and helped to streamline your publishing processes?

First, it has to be said that moving to the Cloud was only one part of our project; the other one was upgrading to Version 11 of the Klopotek Classic Line, and this upgrade gives us many important advantages. We're now up to date in terms of modern functionality, and this will help us for our plans for the future of the company.

Moving the Private Cloud is another element of supporting us to reach our goals: we no longer have to manage everything by ourselves but can focus on our core business. If you look

at it from a maintenance and administration perspective, we can now work on many other projects instead of dealing with Klopotek maintenance tasks.

So, for one part, moving to the Cloud is cost-driven, but it is also a result of our efforts to help people to focus on their tasks and to be able to work whenever they want, wherever they are. Now people can log into Klopotek directly from their workstation and it does not matter where they are; they no longer have to use our remote servers. Our plan is to get completely rid of remote desktop computing; your laptop is your workstation, and that's it.

How many users are we talking about?

There are about 255 users.



Klopotek CLOUD

On-Premise

- **License & Maintenance** model for the Klopotek software
- Installation and operation of the system **on premise** managed by the customer

Private Cloud

- **License & Maintenance** model for the Klopotek software
- **Hosting SLA** with Klopotek for installing and operating within the **data center of Klopotek or Amazon AWS**
- Environment set-up, changes & updates are **coordinated with the customer**

Public Cloud

- **Service subscription model** for the Klopotek Cloud offers
- **Shared environment** with other customers (multi-tenant) operated at the **Klopotek Data Center**
- **Regular update cycles**



What are your views on security in the Cloud, compared to on-premise installations?

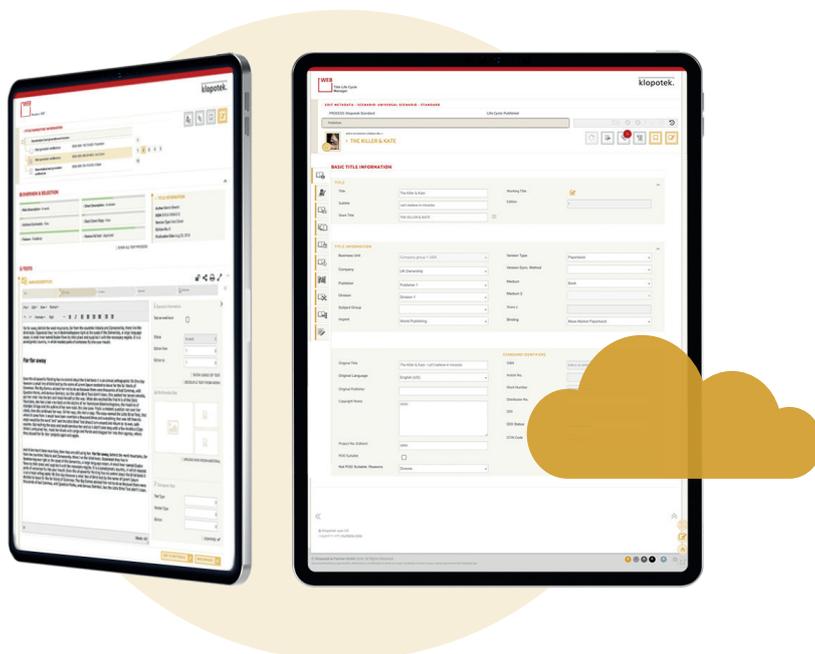
A good Cloud partner has many specialists in that area and, as Klopotek has done, makes use of features such as MFA [multi-factor authentication]. As these companies provide services to many customers, their level of knowledge about security issues is very high – compared to the IT team of an individual publisher. If you have a small team of IT specialists, you are limited in terms of learning about new and changing security standards.

As a customer of the Klopotek Private Cloud, we can challenge their security standards and do pen tests [penetration tests] to validate. We sometimes challenge Klopotek, but we also trust Klopotek that they can do a better job than we can, as they have more time and capacity to plan and manage IT tasks.

Bottom line, by using Cloud solutions, you spread and thus minimize the risk, as there are many Cloud customers, instead of handling everything by yourself at one individual on-premise data center.

This project also includes implementing Klopotek's Global Sales System, so Brill will be able to sell products from multiple locations around the world – whether one-off or subscription products, physical or digital. Why has this become relevant for you?

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This is hugely relevant to us, as we sell from different locations, from the Netherlands, from Germany, from Austria, from the US ... to different countries. As a result of our acquisitions, there are more companies in more countries, so Global Sales and also Intercompany Sales are getting more important, as we have a Dutch entity, a German, and an Austrian entity. And, as you said, we're currently in a sub-project to get this up and running. Our goal is to have everything combined, so people can buy any product they like from the web shop, wherever they are.

And, to relate this back to the Cloud, the fact that you have a Boston office means that you have to operate sales activities in the American time frame as well ...

That's another reason why it's beneficial to be in the Cloud, because your American colleagues can simply take over when their working hours start.

Are you satisfied with the performance of the system from Boston?

Yes, this works really well. There are no issues.

How do you look back on working with Klopotek in this project? Are you happy with the work done by the project team so far?

Definitely. During the project, the communication improved, and this is also because we wanted to adapt to the 'Klopotek way of working', asking direct questions such as "How can we use Klopotek more and in a better way?"

And there is a direct connection to the upper management...

Yes, this is also an asset.

What are the key factors to consider when planning and executing such a move to the Cloud? What piece of advice would you give to other publishers considering making the same step?

First, I would advise to make this step, because of the benefits we've just discussed: cost effi-

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At Brill, we have really ambitious plans to become a data-driven company. This is one of our key targets, and moving to the Private Cloud has helped us to achieve that – and switching to the STREAM web apps will be another essential step forward.

ciency, security, maintenance ... Klopotek takes care of the IT work for us.

Your mind set has to change a little bit for doing such a step. Being in the Cloud is now more secure than handling everything by yourself. I worked for other publishing companies, but also in other industries, such as for tech companies. Especially from the technology sector you can learn that it no longer makes sense to cling to the 'good old' on-premise installation of software.

And you have to consider: If you choose a company that offers SaaS solutions, they really have to make sure that their security is up to date and taken very seriously. Their customers will run away if their data is not safe. At Klopotek, there are more than 30 people who are in charge of technology support; at Brill, there

are four, and they are also in charge of other tasks – maintaining Klopotek and keeping it safe was only one of their many jobs.

This project will be followed by an upgrade to STREAM technology. What are the main reasons for moving to STREAM and what will be the main benefits to your business?

We will start working with STREAM modules this year, and I'm looking forward to it.

We'll be able to start using workflows. This is something that we currently cannot do, and it is very important for us. STREAM technology will help us to guide people into a workflow for completing their tasks.

The second benefit will be to switch to a state-of-the-art user interface and to say a fond

farewell to the 'vintage interface' of the Classic Line.

Getting a web browser interface also means that we'll no longer need a Citrix environment. This will also be beneficial.

At Brill, we have really ambitious plans to become a data-driven company. This is one of our key targets, and moving to the Private Cloud has helped us to achieve that – and switching to the STREAM web apps will be another essential step forward.

Bas, thank you very much for taking the time to share these insights with us.

(Questions & edited by: Stefan Kaufer)



Some impressions of Brill's headquarters in Leiden in the province of South Holland, the Netherlands.

