

A SPECIAL EDITION OF OUR PODCAST

The multiple benefits of exports and style sheets



Some background information: the practical value & use of well-kept and maintained data in Klopotek

Carl Hanser Verlag, "one of the few medium-sized publishing companies in the German-speaking area still owned by the founding family" (source: www.wikipedia.org), is one of our first customers: This publisher has been using Klopotek for more than 25 years. An optimization project was completed in 2020 which included upgrading to version 11 of the Klopotek Classic Line solution, so all processes can now be handled using the Klopotek software. In so doing, the project team also took the opportunity to address optimization issues such as "What can we get out of Klopotek, exactly?" and "Do we use the system the best possible way and how can our users generate added value?"

Since then, the practical value and relevance of well-maintained data has become and is still becoming apparent at a growing number of departments, especially when creating indi-

vidual flyers, internal documents, and lists at the touch of a button.

Another element that is being addressed is title metadata in XML: using InDesign, it can be transformed to become a publisher's preview or HTML pages.

One process (search & export functionality) offers many possibilities

In a step-by-step way, continuously introducing the process to new departments, the Klopotek Project Team at Hanser has been and is explaining how exports, flyers, and/or PDFs can be generated as part of the same procedure: doing two clicks in/from the search results list.

The practical approach to getting this done is the same at every department: do a title search and start an export from the search results. Depending on the requirements of the respective department, there are appropriate export formats available.

The Marketing Department is a good example for this: The legacy process was to create a format displaying essential texts, key data for the media, prices, information on authors, and other details in a special way suitable for the people in Marketing. This manual (and quite time-consuming) process has now been replaced by an action that you complete at the touch of a button – with the same result/output.

And this is how things changed at the Production Department: For placing orders or meetings to discuss this, the old procedure was to create lists with specific, up-to-date information. This is now done by the system (Production List for Trade) within minutes.

The Advertising Materials Department can now also get 'ad hoc' product sheets with essential information on competitor titles, reviews, texts for the media, and catalog texts – an important element for planning the marketing/advertising activities. For planning previews, more information is available, such as on the social



The screenshot shows the 'Produktliste' (Product List) window with a table of books. An 'Einmaliger Katalogexport' (One-time Catalog Export) dialog box is open, showing the following fields:

- Exportvorlage: BELL MARKETINGSHEETS (WORD)
- Ausgabedatei: *IhrNamealsOrdner*IhreDatei*
- Ausgabepfad: D:\OIS\chv\PROD\kup_comm\spool

Buttons for 'Hilfe' (Help) and 'Export auslösen' (Export) are visible at the bottom of the dialog.

The screenshot shows a detailed product sheet for the book 'Hirschi, Salonfähig'. The sheet is organized into several sections:

- Header:** Title 'Hirschi, Salonfähig', author 'Hirschi, David', and a small book cover image.
- Technical Data:** 'Auslieferung: 8.000', 'Aufagenschätzung: 8.000', 'Buchtyp: Roman', 'Umfang: 256 Seiten', 'Ausstattung: Hardcover/Pappband SU', 'Koreferenten: alle'.
- Target Group:** 'Zielgruppe: Für Leser von Brei Easton Ellis oder David Schalle'.
- Verkaufsargumente:** A list of key selling points, including 'Der einzige Dorfbewohner mit Telefonanschluss (Milena 2015)', 'Meine Freunde haben Adolf Hitler getötet... (Milena 2015)', and 'Hundert schwarze Nähmaschinen (Jung und Jung 2017)'. It also includes a quote from Sebastian Fasthuber.
- Buchhandelsinformationen:** 'KO', 'VLB-Tix Video', 'Hörprobe in der Vorschau?'. 'Buchhandel/Verkaufunterstützung'.
- Klassische Werbung (Print und Online):** 'Anzeige im Falter', 'Anzeige in Magazinen wie DUMMY', 'Anzeigen in Szenemagazinen wie kulturnews', 'Werbespot auf Spotify', 'Social Ads'.
- Aktionen:** 'Podcast "Hanser Rauschen"', 'Hanser Cameo (Instagram Übernahme)', 'Aufkleber in Wien'.
- Content:** 'Autorenschreibstisch', '5 Fragen an', 'Videos für Social Media', 'Spotify Playlist zum Buch'.
- Autorenaktivität:** 'www.eliaschirchl.de Podcast auf ORF FM4 Auf Facebook (100 Follower) Auf Instagram (1 k Follower)'.
- Community-Marketing:** 'Falter Lesekränzchen', 'Newsletterplatzierung', 'Hanser Post', 'Social Media', 'Literatur-, Kultur- und Gesellschaftsblogger'.
- Veranstaltungen:** 'hat sich bei den Veranstaltern mit Lesungen, Poetry Siam etc. schon eine Basis geschaffen. Darauf werden wir aufbauen.'
- Presse:** 'Gerhard Stadlermaier und die Darmstädter Jury warten bereits hochgespannt auf "Salonfähig"! Wir rechnen mit vielen Interviews und Porträts dieses außergewöhnlichen und besonders medien-tauglichen Autors, denn sein Roman wird die zahlreichen Fans österreichischer Humor-Literatur a la'.
- Lizenzen:** (Empty field)

