

Product 360°

Complete 360° view on all product information with a fully configurable, widget-based dashboard

As your **basic master information and control center**, Product 360° provides a **complete 360° view on all product information** to the various functional types of users in your organization with a fully configurable, widget-based dashboard. It also provides seamless and fast **jump-out functionality** to other applications.

Product 360° links directly to Klopotek's system-wide Product Pool but **can also retrieve information from third-party applications** outside of Klopotek (e.g. show stock information from a distributor).

The highly sophisticated and **fast search functionality** of Product 360° is keyword-sensitive and can browse through large title databases in a wink of an eye. It includes cover thumbnails of titles.

Recent activities which have been done using the app are stored, and 'top titles' can be **bookmarked**.

Reduce complexity with Product 360°: you can browse through **set relations** and **set structures**, so handling products assembled in sets becomes easy. The app shows how your titles are connected / combined (in sets, in series, etc.) in a tree structure which makes it easy to navigate from one title to the other.

This application runs on STREAM, Klopotek's **cloud-based** platform for optimized user interaction on computers and mobile devices. It provides direct and smooth connections to other STREAM apps (such as the Classification Manager) as well as the Klopotek Classic Line for handling specific tasks.

KEY FEATURES AND BENEFITS

- 360° view of product data: information center for jumping to other applications
- State-of-the-art search functionality including thumbnails of products
- Bookmarks; recent activities
- Browse through set relations and set structures
- Configure widgets individually
- Arrange widgets on your personalized dashboard as desired
- Use the same widget multiple times to compare data

Product 360°

The collage displays several key features of the Product 360° interface:

- MAIN PRODUCT DATA:** A central widget showing detailed product information for 'Contracts in Publishing', including ownership, edition, version, and imprint details.
- PRODUCT COVER:** A widget displaying the book cover for 'Phaedra viverra nulla metus'.
- CONTENT:** A widget providing a long description of the product, detailing its content and structure.
- PRODUCT SALES AND RETURNS:** A line graph showing sales and returns over time, with a legend for 'Sales', 'Returns', and 'Not charged'.
- PRICES (PER COPY):** A table showing price lists, including 'PRICE LIST: STANDARD PRICE LIST' with columns for Type, Valid, To, Ca, Price, and Net.
- CLASSIFICATION:** A widget showing the product's classification, including thematic and BISAC codes.
- COMMENT LIST:** A table listing comments and their status.
- PRODUCT FAMILY:** A widget showing the product's family structure, including various editions and versions.

Central entry point for all Title Management, Editorial, and Production apps

Customize and arrange widgets to create your personal dashboard

The content and overall look and feel of every dashboard can be individualized, providing high-level to granular information based on the needs of role and responsibilities of the individual user.

You can choose from a variety of widgets to be included in your dashboard. Many of them come with configuration options. The layout of the widgets has been designed to present their content in the most efficient way: all the necessary information is presented at one glance.

Widgets of the following types can be added to your dashboard:

- **Full-text widgets and overview lists for marketing texts ("blurbs")**
 - Quote
 - Note
 - Comment
 - Content
- **Widgets which show titles in context and provide navigation possibilities (e.g. for product families, set relations, series, etc.)**
 - Product, Series or Set Relations
 - Product, Series or Set Structure
 - Set Details on Set Record
- **Status and Publication Dates**
- **Print Sizes**
- **Specification and Extent**
- **Prices per Copy**
- **Product Sales and Returns**
- **Product Family**
- **Originators**
- **Main Product Data**
- **Classifications**

More of the same can have a huge impact: use widgets more than once

Product 360° allows you to add the same widget to your dashboard more than once. For example, the 'Product Sales and Returns' widget can be configured to get the related information from the Klopotek statistics database for a specific year, and a second 'Product Sales and Returns' widget can display the information for the previous year next to it or below it. Comparing data becomes easy and straightforward.

Configuring widgets is simple but effective: examples for various roles

The text widgets can be modified to either show a list of available texts (clicking on the items in the list will open the files) or individual ones.

At many publishers, the Sales team will need an overview of available texts, while for people in Marketing, the author bio might be the most important information which should always be displayed at the top.

The same is the case for the 'Classifications' widget: Klopotek supports all industry standards (BIC, BISAC, Thema), but users can choose which one(s) to focus on. As an example, a member of the Sales team is likely to be interested in an internal classification which displays various types of sales information, while someone in Marketing who works for the US market might want to see the BISAC information at the top of the dashboard.

The 'Prices Per Copy' widget, which gets data from the standard price list, can be changed to include prices from the past, if desired.

Please get in touch with us if you'd like more information on specific widgets of Product 360°.

