

Fact Sheet – Order to Cash (O2C)

Why Opt for Klopotek Order to Cash

The current developments in publishing are bringing new opportunities to the industry, but these opportunities are accompanied by new challenges. Traditional print and online market channels are still viable, while emerging business models around digital products, e-books, e-content and multi-media require agile approaches and systems. Publishers, information providers and distributors are finding that the systems they have in place struggle to keep up with the pace of change. Now is the time to examine existing processes, internal and external workflows, reporting and distribution models plus the required internal infrastructure to meet these new market challenges. Klopotek has been helping its customers stay ahead of the curve with its state-of-the-art publishing solution.

Market Drivers

- Once static content from books and e-books is now offered in a time-based access format as a subscription.
- Digital is the future, but physical still makes a major contribution to a publishers' revenue.
- Bundling various chunks of content is a key component to maintaining profitability while offering flexibility to the customer.
- Endless creativity in product pricing models – a challenge for systems that are not designed for sales of granular and non-ISBN content.
- Self-care workflows are replacing back office work.
- Integration is crucial, particularly service-oriented (SOA) integration where content may be found and purchased via API from external partners.
- The drastic increase of new sales models requires near-term replacements of legacy systems.



Klopotek O2C: all of a publisher's products are handled in a single, standardized system.

O2C – Sales & Distribution System

The Klopotek Order to Cash (O2C) sales & distribution system enables our customers to efficiently sell and ship digital and physical products. All types of products are handled in a single, standardized system: books, e-books, print and electronic journals, articles, loose-leaf works, databases, services, audio documents, videos, apps, and merchandising products.

O2C supports all sales and distribution channels, physical shipments from a warehouse, electronic delivery via portals, booksellers, websites, consignments sales, online booksellers, and aggregators. In this way, O2C uniquely supports the transition from traditional to digital business models while maintaining the value of both.

Main Features

- **Efficiently supports traditional models:** major distributors sell more than 50m books per year with Klopotek O2C
 - * physical distribution
 - * warehouse management & automation
 - * high-volume order processing
 - * optimization of shipping costs

- **Unrivalled in supporting emerging models:**
 - * Bundling: subscription products, one-off, print, digital – in any combination
 - * Chunks, articles, chapters, multi-media components
 - * Patron-driven Access (PDA)
- **Electronic ordering & real-time web integration:** authorize digital shipments in real-time via Web and Message Based Services.
- **Workflow support:** identify the customer and product, the software guides the user pricing selection, available media, optional/add-on products and up-sell potential.
- **Ideal for international companies:** multi-location, multi-currency, multi-language, multi-company. All data in one single system.
- **Comprehensive solution:** Title management, sales-order-processing, CRM, address management and marketing.

About Klopotek

Founded in 1992, Klopotek has become a leading international supplier for the publishing and media industry. Having established itself as the market leader in Germany at the end of the 90's, Klopotek decided to expand internationally and today operates from 6 office locations serving more than 350 customers with over 14.000 users worldwide.

Selected Customers running Klopotek O2C



Benefits & ROI

Time: With industry-specific requirements, features, and business processes inherent in the Klopotek system, the implementation project cycle is considerably faster with a direct result on your ROI.

Money: The Klopotek solutions contain at least 95% and quite often all of the functionality a publishing or media company might need. So you don't have to go through a laborious and costly fact-finding and development process, coupled with a complex and often lengthy implementation project.

Savings: Klopotek constantly upgrades, enhances and improves functionalities and technologies rather than building new versions from scratch. Klopotek guarantees software upgrade compatibility covering the changing market needs thus bringing you future savings.

Value: In audit and due diligence processes, an implemented standardized software solution represents a clear increase of a company's value.

Integration

A system is only as good as it is able to integrate. Klopotek's integration and API technology is based on widely accepted standard and open protocols like web services and message based services.

Operating Models

The Klopotek solution can operate as an in-house or as a hosted solution and is available as a cloud-based and as a SaaS solution.

Supported Sales & Business Models

One-off, standing orders, usage tracking, packages, subscriptions, add-ons, bundles, online access, POD, token accounts, patron driven acquisition, open access, pay-per-view, chapter sales, choose 3 out of 10, bundle in bundle, sets, series and many more.

Implementation Scenarios

A proven business process-oriented methodology which allows phased implementation scenarios.

Future-proof Technology

The Klopotek Publishing Suite today is a combination of Java, PowerBuilder, MBS & WEB service integration technology. Our vision is to create a revised software architecture that is, by design, capable of adapting to constant change as technologies improve. The software suite will be under constant review and continually enhanced as part of a long-term investment in software development to ensure that our products and services are always state-of-the-art. Today major parts of the core functionality have been rebuilt as Java-based services and we are migrating the remaining PowerBuilder functionality to Java-based technology and to an open development platform which is well accepted in the market.

The Klopotek Publishing Suite

Klopotek provides a modular but fully integrated end-to-end solution which covers the entire publishing supply chain:

- Title Management,
- Product Marketing,
- Contracts, Rights & Royalties,
- Editorial & Production,
- Order to Cash,
- Content Management solutions.

Selected Customers running Klopotek O2C



Libella



BREPOLS PUBLISHERS



VANDEN BROELE
Uitgeverij - Editions - Publishers

Klopotek by numbers

14,000+

14,000+ users internationally, 5,000+ using the Klopotek Order to Cash system (O2C): this makes us the leader in the international market for publishing software.

350+

350+ publishers across a range of specializations have made Klopotek software their first choice.

0.5 Million

500,000 authors and 1.2 million contracts and

1,200,000

25 Million

25,000,000 royalty rules are handled using Klopotek Contracts, Rights & Royalties (CR&R) worldwide. Asset analyses, contract creation and licence sales are based on this data.

5 Million

5,000,000 subscriptions: Whether in a subscription model or invoiced on delivery, whether online sales or mixed media – the Klopotek Order to Cash system invoices journals, bundles, print, online, digital, books, e-books, and database access in a single system with a single customer pool, as part of a single solution. With accruals, EDI, ICEDIS ...