



## Detailed information on the functional scope of O2C Subscriptions

### Order Processing

Subscriptions and single issue orders. Academic periodicals and general press. Direct and bookseller trading. Duplicate check before creation of new subscriptions. Different subscription periods possible simultaneously. Single unit orders with several positions. Invoicing special issues to subscriptions (additional volumes, bindings, etc). Re-shipment of past annual volumes to subscribers. Partial shipment for shortened first period. Quantity change during current period with automatic invoicing / re-shipment. Period change with automatic shipment / invoicing. Complimentary copies. Trial issue shipment. Trial subscriptions. Invoicing variations (complete, postage only, no postage, free). Automatic future modifications (e.g. student price for five years). Invoices, credit notes, pro formas and fixed quotation in the system. Automatic acceptance of paid pro formas. Prepaid orders. Order transaction history incl. modification of terms. Display of invoices and credit notes for the period. Automatic letter creation (welcome, cancellation – in the language of your choice). Invoice addresses, invoice shipment addresses, correspondence addresses. Lock concept for correct order processing. Discount hierarchy publication, customer, order. Special discounts for customers. Regular shipment on the basis of publication pool. Handling variations for ordering and renewal (limited, standing order, pro forma, fixed offer). Specification of shipping costs per order. Non-regular shipment per order. Re-shipment following complaint. Quantity change within the period. Period changes. Stopping and restarting shipment. Cancelling and reinstating the subscription. Invoicing on the basis of publication pool. Linked to O2C components (basic solution with journal subscription). Collective revision: hold / lift hold on shipment for all orders from one customer, cancel / lift cancellation, customer switch, with or without credit note. Variable letter control. Automatic change of shipping method at change of address. Continuation of shipment after change of address. Cancelling shipment when new address not known. Changing of all subscriptions for a customer from pro forma to fixed invoice and vice versa. Supplements, additional volumes in publication pool. Post-invoicing of price changes or changes in price type. Full credit note to customer. Customer switch. Automatic renewal during batch for standing order subscriptions. Renewal on cus-

tomers reordering online. Renewal to enable generation of pro formas.

### Specimens

ACALABEL - Sending specimens with invoices: The 'ASM Document label print (acalabel)' batch procedure prints labels for shipping reference or specimen copies. Before running this batch procedure, advertising orders must be entered. Additional information about the intended number of specimen copies can also be entered for these orders. When a customer orders an advertisement from you, the system automatically produces address labels for the specimen copies when the order is processed. In some cases however, there may be no need to send the specimen separately. If, for example, the customer has not yet been sent an invoice, the specimen copy can be sent with it. It is possible to suppress automatic label printing in such cases.

### Collective Order

Entering, modifying, charging and releasing collective orders. Online invoicing of collective orders. Online authorization of credit card transactions (approval number). Switch over from a O2C Subscription collective order to a new O2C One-off order and vice versa.

### Bundling

A 'bundle' in the Klopotek Order to Cash system (O2C) represents a combination of subscription products which a customer can order. It is composed of individual components such as: subscription products (e.g. journals: print and online versions), one-off products (e.g. books, but no online subscription products or series), combined one-off products (sets) and bundled subscription products (bundle in bundle). The traditional, simplest and most commonly employed business model in this area is Top Down Bundling: the customer orders a bundle for a fixed price. If the customer subsequently adds optional components to an order, this does not change the price. For each bundle, you can predefine how revenue – as well as fees – is split between the bundle components. You can also define the method used to accrue revenues: in the case of subscriptions – to the issue (publication date of the issue), to the month (1 / 12 of the yearly price) or to the day (the appropriate method for virtual products) Klopotek also supports more complex Bottom Up Bundling, which has the advantage that your attractive offer tempts

the customer to buy more products than originally planned – namely as components of a bundle which is assembled or expanded during the sales process. In a Bottom Up Bundle, each component of the bundle has its own price. The total price of the bundle is the sum of the prices of the components ordered. A subsequent order for optional components changes the bundle price. Whether Top Down or Bottom Up – changes made to the order in the web shop are transferred directly to the backend – your Klopotek system – without manual intervention. In O2C, it is also possible for every bundle you sell to contain a Supplemental Offer. Products which match your customer's interests and can be purchased together are displayed in the front end – one click, and you've made another sale. In addition, the bundling model in the Klopotek system facilitates ongoing, sustainable business models, such as customer retention through specially tailored Upgrade Models. Customers who subscribe to a particular bundle can be offered the chance to switch to a more comprehensive bundle which only costs more after a specific test phase expires. The Klopotek system automates the switch to the new product including the trial period and any deadline for refusal and calculates and invoices the price difference for the upgrade.

### Subscriptions

Different standard component quantity: Customers who have ordered a bottom-up bundle want to see on their invoice if the component quantity they've ordered is different from the bottom-up bundle's standard component quantity. The system first defines the standard quantity for this during the calculation of the bottom-up bundle order. The price search determines the smallest quantity within a price structure and currency. This quantity is saved as the standard quantity for the component's fulfilment detail. If the component quantity changes and therefore differs from the standard quantity, the note 'Order quantity for at least one component differs from the standard quantity for this component.' is printed on the document (if the respective 'O2C Subscription document texts' system setting is made).

Specify reasons for discontinuation: If you execute one of the options Trial Period Publication Change, Cancel Trial Period, Renewal with Publication Change, Component Up-

grade (a component is removed from the subscription scope) or Modify Subscription Scope (a component is removed from the subscription scope) for a bottom-up bundle in a subscription, the system discontinues the affected component or the affected publication. Unlike using the 'Discontinue' option, you cannot manually select a reason for the discontinuation. The system saves the respective code CANTRIAL, PUBTRIAL, CHGPUBL, CHGSCOPE or OFFERSCOPE as the reason for the discontinuation in the fulfilment detail entity. The options 'Edit Trial Period...', 'Accept Trial Components' and 'Cancel Trial Period...' allow you to work with trial periods in a variety of new ways. You can: enter individual marketing data for a trial period, reduce or extend a trial period, cancel a trial period immediately, or at the end of the trial, accept the trial components immediately.

Combined price as special price: Use a system setting to define that a combined price is treated as a special price when explicitly assigned in the order.

#### **Online Subscription Product**

In the 'Online Subscriptions' module, a system setting is available which controls whether a product's short title or ISBN appears in the search results. By default, the system displays the ISBN.

Using the 'Manual Renewal' checkbox, you can define whether the online subscription should be manually renewed for a particular offer type for each offer variant in the online subscription product.

Online subscription products can be sold with different quantities and numbers of users depending on the product or the offer variant. With the boxes "Qty" and "User", you can specify the quantity and number of users for each online subscription product and offer variant.

#### **Online Subscriptions**

The 'Show Modification History' option displays modifications to an online subscription product.

In an online subscription, the quantity, number of users, discount, and special price are often changed with the next renewal. For this reason, the 'Qty', 'Users', 'Discount', 'Fixed', 'Spec. Price', 'Net', and 'Flat Rate' boxes are available in the 'Renewal Presets' tab, so that you can enter the conditions for the next renewal. You can delete incorrectly or accidentally created online subscriptions and the corresponding O2C One-off order line, as long as the O2C One-off order line has not been invoiced. If you do not explicitly enter another invoice

date, a new online subscription is invoiced immediately - even if the duration is in the future. Via a system setting, it is also possible to specify that the invoice date should default to the start of the duration when a new subscription is created. If this date is a Saturday or Sunday, the next work day is used instead.

#### **Publications**

Use the 'Duplicate Annual Prices' option to transfer existing price terms and price amounts to a new year. Use the 'Export Annual Prices' option to export the data to a file. You can modify the prices in the file and then automatically transfer them to the system using the 'Import Annual Prices' option. As a result, the time-consuming and error-prone process of manually entering price terms and price amounts for the new year is not necessary.

#### **Customer Pool**

Customer with contact. Invoice address, correspondence, invoice shipment address, and delivery address collection. Customer hold. Invoice hold. Delivery hold. Bank information. Credit card payment. Classification. Invoice currency. Accounting terms. Handling terms. Flexible special discounts. Free document sorting. Order default (price type, invoicing period) for order processing. Company group / branch office structures.

#### **Publication Pool**

Basic publication data also for editors and advertising management. Title, version, year, volume, issue structure with supplementary issues. Combined titles (packages). Regularly and irregularly appearing versions. Copy / duplicate annuals. Discontinuation, integration, acquisition and sales; overview of stock. Title modification incl. history. Ordering terms: no statement - cancellation deadlines - single unit order - trial copies - shipping countries - end-consumer classification for delivery. Library discount. European Union (EU) sales tax. Monthly purchase prices. Surcharges (e.g. drop-shipment fee). Bibliographical information. Balancing of period-related orders (business year, calendar year). Linked subscription product, assignment of publications to products (series) from O2C One-off.

#### **Publication**

Two different tax rates are represented. Grace copies for subscriptions not processed as standing orders.

#### **Prices**

Fixed periods and period prices as desired (1 / 2 yearly, 3 years, etc.). Automatic price determination, also for credit notes and additional charges. Price history and price changes with

future validity. Specific and general annual, volume and issue prices. Prices dependent on delivery country. Price types for organizations. Combined prices for multiple publications, or simultaneous order of other publications. Prices in any currency, with and without sales tax. Extra discount for drop shipment depending on specific publication. Shipping method depending on specific publication, postage included or excluded. Shipping costs according to method (with and without costs) in any currency.

#### **Promoter Pool and Processing**

Promoter terms stored with business partner (promoter role). Credits account stored with promoter-debit: desired payments, credit: subscriptions gained. Payment of reward delivery. Assignment or deletion of promoters stored with order. Display of promoter's credits and payment date of reward credits stored with order. Filing price lists for suppliers. Determining the number of reward credits stored with publication.

#### **Invoicing**

Initial debits and additional charges. Difference credit note or full credit note. Reverse Posting. Sales tax for European Union (EU) with shipping route taken into account. General interface to accounting department. Document archival (PDF format). Various calculation bases: Period, year, volume, issue. Invoice origination date: immediate, collective invoices stored with customer, any time intervals. Access to invoices via year, customer, or country. Separate invoicing, sorting and display according to customer (invoice text in any language). Invoicing for paid pro forma. Advance payments taken into account. Pro forma. Online invoicing, online authorization of credit card transactions. Payment terms. Transfer forms. Gross / net invoices. Re-shipments with invoice / delivery note or label. Assignment of invoice text in any language for specific periods and customer groups (e.g. Visit us at the Book Fair!). Document printing to export interface. Document flow control options (invoices, attachments, transfer forms). Option to create custom-made forms.

#### **E-invoices**

Rather than being printed and sent by mail, electronic documents such as invoices are increasingly transmitted electronically. This affects both the invoicing and the invoiced company. So that the e-mail transmission can be checked, a fixed bcc e-mail recipient can be established. If this bcc address does not receive the e-mail, it must be assumed that the transmission was unsuccessful.

#### **Tax routine**

O2 uses the 'Drools' tool to determine tax. This technology allows Klopotek to react to changes in tax legislation without the need for a new version of the entire Klopotek software. In particular with regard to the general input parameters for determining tax, this technological approach allows the construction of more flexible models of the legal situation in a specific country or group of countries. Changes in the legislation can be implemented easily, provided they can be modelled using the specified parameters.

Postage and Shipping Method Optimization  
Weight-dependent shipment costs for shipments. Fixed shipment costs combined with weight-dependent shipment costs. Weight-dependent shipment costs for several subscriptions per publication via shipment simulation. Shipping unit set up. Weight dependent specification of shipping method optimization. Shipment optimization for delivering issues for several subscriptions per publication. Internal weight and country dependent shipping method and cost tables.

#### **Price Optimization**

Combined and student prices possible for one publication. Administration of training periods stored with business partner or subscription. Price prioritization stored with publication. Automatic price optimization between combination and student prices for new creation, period change, renewal, cancellation, as well as customer or end-consumer switch. Price optimization dependent on customer code, exclusion possible for particular customer groups with direct delivery. Later invoicing of charged time periods possible. Efficient management of combined Internet and print subscription prices.

#### **Delivery by Issue (Newsstand Delivery)**

Issue-based invoicing, e.g. for wholesalers or organizations. Credit notes for returns. Invoicing by issue in subscription.

#### **Promotional Shipment**

Addition of addresses for promotional copies additional to subscribed copy shipment. Selection of the addresses using the marketing component for promotional shipment (e.g. import of external addresses). Structural duplicate check. Specification of target addresses using priority rules. Consolidation of all selected addresses within the selection results according to specific rules. Exclusion of current subscription delivery addresses to achieve precise sets of matches for the promotional print run before the addresses are mixed for shipment.

#### **Evaluation Option**

Automatic determination of without charge-period and invoice date on creation of a new subscription with evaluation option. Efficient handling of promotional subscriptions. Cancellation period in months or by number of issues. Cost free portion as period in months or by number of issues. Cost free portion as part of the invoicing period (proportional price). Cost free portion before complete invoicing period. Statistical evaluation.

#### **Insert Processing**

Separation of address output for the first release to enable shipment with and without inserts. Number of output addresses for which inserts are to be delivered can be defined using selection parameters. Selection parameters: role, target audience, states, zip code, several methods of charge. Addresses for promotional shipments may be taken into account for the control of address output.

#### **Shipments**

First release, re-shipments. Distribution labels. Newspaper mailing service as many shipping methods as required. Repeat printing. Repeated access. Statistical shipment information according to shipping method.

#### **Bookstore Delivery Adjustments (Academic Presses)**

Process automatically synchronizes subscriptions and addresses between a publisher and its customer for: new orders, cancellations of a subscription, new address creation, change of address for current business partner. Customer's delivery addresses as end-consumer. Import of end-consumer addresses.

#### **Standardized Interface for Large Resellers**

Electronic exchange of subscription renewals between large bookstores or agents and a publisher. Creation of ICEDIS standard text file containing customer-related O2C Subscription order data for export. Processing of automated customer renewal during import. Comprehensive uniformity tests before automated renewal. Optional import simulation with exclusive logging but without writing to the database.

#### **Customer Information System**

Condensed information display of a customer's most important data, sales, and turnover data. Short information from the customer pool (journals). Account information. Statistics: turnover during year, assessed and invoiced turnover per publication (previous year, current year and following year), monthly view of sales amounts.

#### **Title Information System**

Condensed information display of the most important data, sales, and turnover data per publication. Short information from publication pool. Price and shipping cost of a publication. Statistics: sales and turnover of subscriptions during year, arranged according to price type, number of subscriptions and turnover of subscriptions (previous year, current year and following year), comparative monthly view (previous year and current year) of sales amounts.

#### **Commission Settlements for Representative**

Creation of representatives with special commissions, gratis periods, responsibilities (areas, target groups) and exclusions. Definition of the periods in which assignment changes should have an effect on commission calculations. Automatic representative assignment to a subscription on the basis of subscription responsibilities possible. Settlement of representative's commission. Direct and regular commission.

#### **Statistics and Reporting**

Sales and turnover statistics on statistical basis (selections with dialog). Subscription lists for customer's or internal use (also on data carriers). Customer statistics. Publication statistics. Country statistics. Price type statistics. Realized and unrealized turnover (year accrual with carry forward option). Subscription lists. Statistical reports. Manage selection queries. Free selection from publications, business partners, orders, terms. Customer or order list as result. Flexible output of selection results. Representative: Suggested commissions. Commission list: Regional director. Check lists.

#### **External Interfaces**

Joint Serial Committee (ICEDIS) export and import interface. Delivery company export interface. Document printing export interface (documents, enclosures). Documents to archive export interface (EasyArchive, PDF, Postscript, PCL5). Financial accounting export interface (customers and addresses, invoice data). Financial accounting import interface (debtors / addresses, invoices, reminder status, payments). Subscriptions import interface (migration only). Customer pool import interface (for migration and current customer information). Printing (documents, enclosures, including voucher printing export interface).

#### **Warehouse Management**

Connection of O2C Subscription to the O22 One-off warehouse. Integrated warehouse for products and publications. Publication pool is company group-dependent and the parameters can be set with or without warehouse.

### Journal Information system

Information on publication, on prices and shipping costs as well as sales and turnover.

### Identifiers and address references

The ISBN is to books what the ISNI (International Standard Name Identifier) is to people involved in the production of a book, or the ORCID (Open Researcher and Contributor ID) is to academic authors. The global use of such identifiers to designate a specific person or address is becoming more and more important. Klopotek O2C provides flexible support in the management of any and all identifiers or address references.

### Customizable DOI generation

A Digital Object Identifier (DOI) is a unique, permanent digital identifier for physical, digital, or abstract objects. Depending on the settings in the Klopotek system, you can either enter the DOI manually or have the system generate it automatically. A DOI always begins with "10." and follows the syntax 10.<registrant code> / <suffix>. The registrant code is assigned to the respective organization (starting with 1000), and the organization itself allocates the suffix (ID). Via a system setting, you specify whether the system automatically generates DOIs at all. In another system setting, you specify the components that DOIs should be generated for. Automatic generation is currently possible for products, works, components, book contributions and journal contributions. In addition, a system setting allows you to specify whether the variable component of the DOI is taken from a number range or from the work number (digital asset collection key).

### Production of and royalties for subscription products

By assigning a royalty product to subscription products, it is possible in O2C Subscription to pay the author(s) royalties for this subscription product and to plan and publish versions of the subscription product in the 'Production' module. The royalty settlement procedure uses the recognized revenue for subscription products rather than the invoiced revenue. This is particularly important because accounting for the invoiced revenue could cause royalties to be paid before the order is fulfilled and the money received. Accounting for the recognized revenue ensures that the payment of royalties is linked to order fulfillment. Furthermore, the use of recognized revenue means that costs are distributed across the subscription period. Cred-

its are more likely in subscription business than in traditional one-off business. Because in the case of electronic products, no reserves for returns can be formed in order to avoid the need to recover royalties, publishers have to be able to react more flexibly to credits. In the school book sector for example, it is common to send early invoices for subscriptions beginning in the coming year which are then often cancelled before the school year begins. The use of recognized revenue as the basis for royalties only begins with the school year and avoids the problems described. In addition to the royalty basis, it is important that the authors of an electronic database vary. The system calculates royalties according to the current author(s) of the respective product. Credit notes are debited from the author(s) who are / were responsible. In the production context, it is possible to calculate costs and to draw up and monitor schedules. It is important that electronic products are also planned and produced in versions / editions or print runs. To this end, the 'Print' tab is available for online subscription products as well.

Batch procedures: When the customer is first charged, the 'Invoicing (INV\_APP)' batch procedure identifies the appropriate royalty product for each fulfillment detail and saves it in the database. The invoicing procedure determines the royalty product in accordance with the publication version and the current duration start and saves it to the fulfillment detail. In the case of bundles, the system carries out this process for every component. The system only identifies and saves the royalty product for publication versions. One-off products which are part of a bundle order are themselves regarded as royalty products. If the system cannot identify a valid royalty product edition, this is not regarded as an error. In the case of a repeated first charge after a full credit, the system overwrites the existing royalty product. The system does not identify a royalty product for additional charges and credits. This means that royalties are not paid on bundle components which are assigned after invoicing and for which an additional charge is due.'

Standard reports: The report 'Recognized revenue per publication / product edition' presents the statistical lines with recognized revenue per publication / product edition accumulated per month in accordance with the configuration of the order type with regard to the usage. The data are taken from the royalty statistics. The report can be used to

explain and justify royalty statements in this area. The available selection parameters are company group, country, distribution channel, marketing channel, order type, (royalty) product, and period.

### Single sign-on

Each time they start the Klopotek system, users sign on with their username and password. By default, the 'User ID' modal sign-on window opens for this purpose. Save time by having your system administrator activate single sign-on mode. If you operate the Klopotek system in single sign-on mode, users sign on to their workstation once. This authentication then automatically applies to all the services and applications which they have local authorization for. This allows access to the various services on a workstation without requiring users to sign on separately to each. When you start the Klopotek system, there is no sign-on window, because you are already authenticated.

### Keyboard shortcuts for navigating between multiple tabs in a form

O2C Subscription provides a number of ergonomic features and can be adapted to your specific needs. For example: In order to work efficiently with the Klopotek user interface, you can use specific keyboard shortcuts for navigating between multiple tabs in a form. Throughout the Klopotek system, you can switch between the first 9 tabs of an open form by pressing [Alt] and the [numbers 1 – 9].