

**"It makes everything user-friendly"**

## Interview with Taylor & Francis about STREAM technology and Product 360°



### About Taylor & Francis

Taylor & Francis partners with world-class authors, from leading scientists and researchers, to scholars and professionals operating at the top of their fields. Together, we publish in all areas of the Humanities, Social Sciences, Behavioural Sciences, Science, Technology and Medicine sectors. We are one of the world's leading publishers of scholarly journals, books, eBooks, text books and reference works.

We have a passion for digital distribution (we are one of the leading publishers of online journals and eBooks) and are committed to distributing and making our journals as widely available as possible to not-for-profit institutions in developing countries.

Taylor & Francis Group publishes more than 2,500 journals and over 5,000 new books each year, with a books backlist in excess of 120,000 specialist titles. We are providers of quality information and knowledge that enable our customers to perform their jobs efficiently, enhance their education, and help contribute to the advancement of their chosen market sectors.

More at:  
<http://taylorandfrancis.com/about/>

**In a talk with us, Rajiv Singhal, Scrum Master (Project Manager) at Taylor & Francis Group, speaks about STREAM technology and the Product 360° web app, and the benefits of having entered a Development Partnership with Klopotek.**

**With Product 360°, you are now live with one of the first STREAM apps. How do you think the new product line STREAM will influence the work at Taylor & Francis? Could you name the most important improvements?**

STREAM makes all important information available at one glance. So, we no longer have to sift through a number of screens to see what we need.

Using the Product 360° STREAM app saves a considerable amount of time when looking up title data. This is hugely relevant, as many workflow steps involve checking the title record and reviewing customer information. Another benefit is that with Product 360°, we can give access to product information to a wider range of user groups – this used to be limited to GT Classic Line users.

**What is your opinion of the User Experience of STREAM in terms of usability, navigation, UI, and speed?**

Product 360° makes product access, view, and search very easy. It's a quick and attractive entry point to search and read product information and makes everything user-friendly. And the search functionality is blazing fast.

As regards the User Interface, STREAM is hugely flexible. Each individual can build the dashboard of the apps personally to their own preference by adding configurable widgets using drag&drop functionality.

**Does the integration with the GT Classic Line work well?**

Yes, it does. Product 360° is integrated with the GT Classic Line for a smooth transition from viewing data to editing it. For the time being, the GT Classic Line will continue to function as normal alongside the STREAM web-based applications. Long-term, STREAM will gradually phase out the GT Classic Line and will ultimately replace it over time.

**Why did you choose Klopotek to implement this application?**

We have a long-standing relationship with Klopotek and chose to enter your STREAM Development Partner Program. As a Partner, you can have a say on which aspects of workflow support should be covered by STREAM an earlier stage.

Employing STREAM technology also creates new options for us for improving data quality and workflows for handling data.

**Could you name other STREAM apps you are planning to use?**

We are planning to implement Early Title Manager and various additional Klopotek STREAM apps.

**"As regards the User Interface, STREAM is hugely flexible."**

**"... saves a considerable amount of time ..."**

**"STREAM makes all important information available at one glance."**