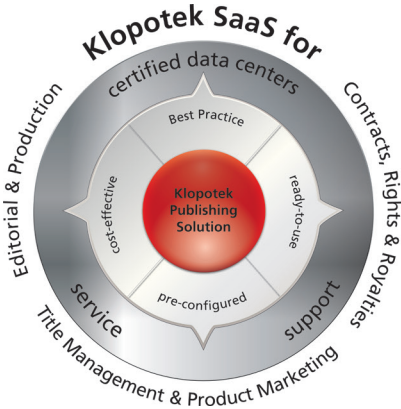


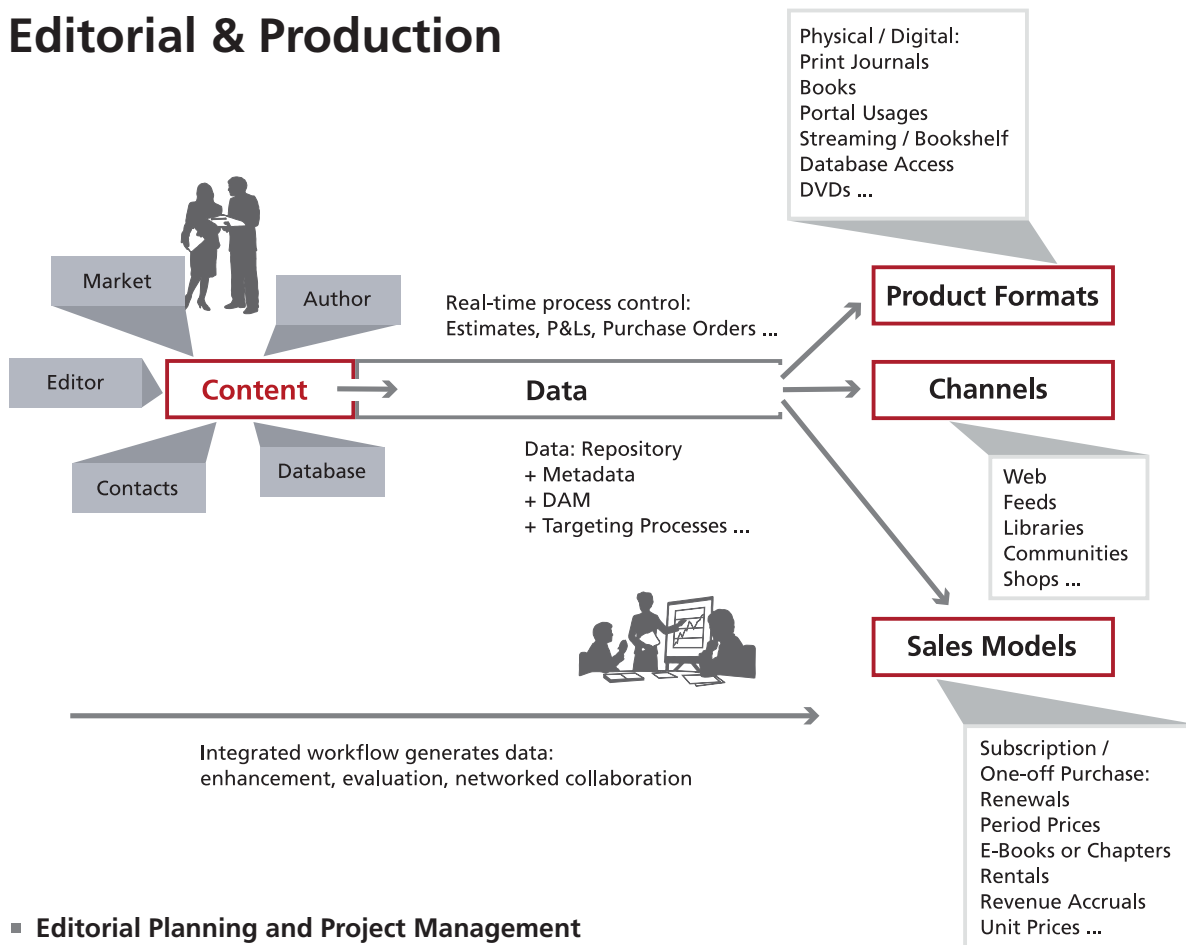
Klopotek Software as a Service (SaaS)



Klopotek SaaS is an Internet-based, on-demand service which makes the Klopotek publishing software available to publishers without the need to purchase computer hardware. The Klopotek SaaS solution embodies best practice processes for publishing. Detailed research, analysis, and discussions with international publishers have enabled us to develop a pre-configured solution of the standard Klopotek software – ready to use 'out of the box'.

The pre-configuration of the Klopotek SaaS solution provides a more rapid and cost-effective approach compared to an individual implementation on a customer site. Once initialization is complete using Klopotek SaaS requires no further configuration effort, and allows you to start with a running, tested system.

Editorial & Production



- Editorial Planning and Project Management
- Cost estimation / final calculation / gross-profit
- Task and project scheduling
- Specification and supplier purchase orders
- Budget and task monitoring and reporting

Klopotek Software as a Service (SaaS) – Editorial & Production

In addition to creating information in the Product Pool, a new **Production Project** is created automatically and data which is also relevant for production is transferred to and shown in the Production Project. This data can be enhanced with relevant editorial and production data and forms the basis for multiple calculations. The production schedule tracks the entire editorial and production process.

Addresses of all vendors are maintained centrally within the Address Pool and can be referenced to several projects. Supplier addresses are usually stored as institutions but can also contain individual contacts. The publisher can choose from multiple classifications to further specify the supplier in terms of their core competence and services.

The acquisition and production editors can reflect their workflow using existing tasks from the integrated **Editorial and Production Schedule**. These tasks can be dependent upon each other and you can establish further dependencies. The duration of tasks leads to a calculated project end date. The actual date entries on a task level can lead to an automatic recalculation of the project end date. Furthermore it is possible to attach a responsible department and corresponding staff member to a task.

The system offers **three different calculation types** to be applied in a logical Editorial and Production sequence. The initial one is a **preliminary calculation** which can be used by the publisher to get a rough overview of expected costs in relation to print run and page count and is based on input by various departments such as Editorial, Production, Sales and Marketing. It is possible to compare different scenarios such as different print runs and lifecycle calculation including reprints. Based on the preliminary calculation the decision is taken whether or not the project will be approved. The **production calculation** is the step in which the values of the preliminary calculation are reviewed, updated and corrected with regard to print runs, prices, product specifications as well as more realistic figures for cost projections. For the purpose of a supported **cost price calculation** the publisher can set up vendor price list structures and enter prices to reflect individual demands. In addition, the publisher can determine the general cost structure of a calculation by defining the elements to be incorporated in a calculation.

Title Profitability calculations can be derived from multiple technical cost estimates and show an overview of projected costs, forecasted sales, and average costs per distribution channel which then calculate figures for (net) revenue, gross / net margin, costs of sales etc. as well as identifying the break-even point.

Depending on which calculation the Title Profitability is based on the publisher can adjust related values like retail price, print run, estimated sales, average costs etc. in order to simulate various scenarios. This is then used as the basis to decide on starting the project based on these values. Thus, the publisher gains a comprehensive idea of the ROI of the project.

A **final calculation** is available so that the publisher can compare the projected (budgeted) versus the actual figures. The actual costs for the project are entered manually with the receipt of invoices from suppliers and internal cost allocation. The **Cost Overview** function can then be used to dimensionally display the costs variance throughout current calculation stages. If the publisher chooses not to enter the **actual figures** manually within a final calculation, these costs can also be imported via a standard interface from a financial system.

The **Production Cockpit** is used as a monitoring system for Editorial- and Production-related processes. Within departmental or personalized views the publisher can supervise scheduling dates to coordinate related processes as well as observe cost developments to check the compliance with planned figures in regards to actual costs and cost drivers. Thus, the publisher can quickly and proactively identify critical situations early and detect any deviations from the plan.