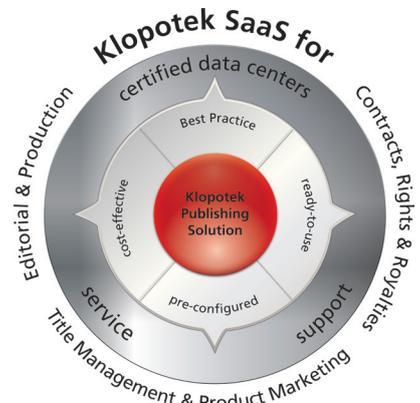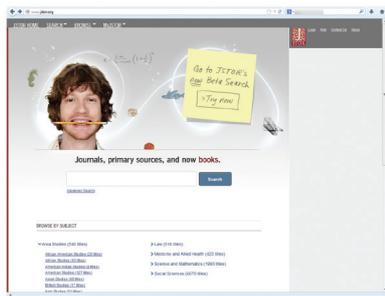# klopotek.

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.

Title Management & Product Marketing
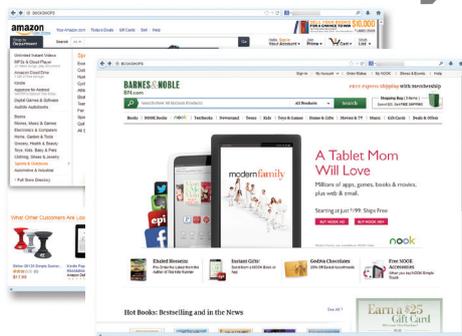
Websites

Flyers

Klopotek

Bookshops

Catalogs

- Central and fully integrated title repository
- Complete set of industry compliant meta data
- XML exports and automated ONIX messages
- Creation of catalogs, tip sheets, website feeds
- Product reporting and stock management

Klopotek Software as a Service (SaaS) – Title Management & Product Marketing

The Klopotek software incorporates a central **Product Pool** which provides a central source of all bibliographical metadata to support title management and product marketing functions. The Klopotek Product Pool can also be used simply as a data repository where the publisher can store and manage all kinds of products such as monographs, sets, series, multi-media products, and marketing material etc. in flexible product structures such as versions, editions, reprints, and translations. The Product Pool also underpins and manages the entire editorial process from the original product idea to the handover to production. Typically the Product Pool provides the authoritative source for all product data in the company and is used as the data source for any internal or external applications.

The Klopotek solution also incorporates a central **Address Pool** which includes all the demographic metadata relevant to any business relationship with a 'business partner'. Business partners can include for example, authors, agents, illustrators, suppliers, customers, and prospects. The addresses are linked to products in order to use the Product Pool to support various functions in editorial, title management and product marketing. Addresses are maintained centrally within the Address Pool and can be referenced to several products. It is possible to store addresses for individuals or institutions as well as to define the relationships between them. Hence an author can be stored with his affiliation and/or contact information which can be classified according to customer's needs.

A **Reminder tool** is integrated in the application which provides automated alerts and reminders. A note can be added describing what is expected and you can also define deadlines. Reminders can be sent to anyone using the application.

Using the **Editorial Scheduling** function the publisher can reflect all the process steps from product concept to production. The editorial scheduling also allows you to enter planned and actual start and end dates for each task and attach a responsible department and corresponding staff member. The tasks can also be included in the reminder functionality and communicated to colleagues.

Templates can be built from existing tasks to satisfy the user's requirements and facilitate the scheduling.

The Klopotek system offers an **XML export** of title and series data with comprehensive information relevant to the marketing / sales process. These exports can be done on-demand (by end-users using product selections), or they can be implemented as regular and automated data feeds.

Both export processes use an identical XML source data structure and the standard configuration (XSLT style sheets). On-demand exports via product selections are often preferred for initial testing as well as for data interfaces, as the publisher can flexibly define a selection of products based on selection parameters. The regular and automated data feeds are managed by the system and have additional options, such as full or delta export with file names that include the date stamp of the export.

The XML export format and requirements can be configured depending on the target format of the receiving application, such as the publisher's web site. It is also possible to activate or de-activate optional parts of the XML data source in order to configure the data for the export.

The Klopotek solution offers several **Standard ONIX Exports** to provide product data to most of the major online resellers. The ONIX exports are aligned to individual data recipients in different markets. A standard selection of ONIX exports is available on-demand (using product selections) but can also be implemented as regular and automated data feeds; predefined ONIX exports are available for most of the common recipients such as Amazon, Nielsen, Bowker, Barnes & Noble, and Baker & Taylor without any additional effort.

The Klopotek database contains rich title series information along with a variety of descriptive texts, classifications, and links to product web sites or external material such as cover images and example chapters. The publisher can create an individual selection of existing titles as a basis to create promotion material on-demand, such as **catalogs and flyers**. The central component for this is the Product Selection Tool and its XML export. The export component also takes the status of marketing texts into consideration and ensures that only released texts are made public.

Data can then be fed to various desktop publishing tools such as QuarkXPress, InDesign or MS Word.