

influential

in business intelligence in publishing consultancy in software development in public sector IT in CRM & Cloud solutions

Analytics in Publishing

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Background

- UK-based, 50 employees, privately owned
 - Sales/consultants in Gherkin (London)
 - Developers in Maidstone (Kent)
- Key sector is publishing/media
 - Key staff from previous publishing sector employment
- Primary focus is data solutions
 - Business Intelligence/MIS/Analytics
 - First Cognos BI solution implemented 1993
- IBM Advanced Business Partner
 - Business Analytics (services and licence)
 - Information Management (big data)



Cognos BI relationship, since 2000

- Designed and delivered Global BI solution for Books and Journals
 - 800 users globally with 24/7 access
 - All sales reporting and analytics needs
 - Inventory, editorial and production reporting
 - First class user experience:
 - IBM Cognos BI reports/OLAP cube
 - Cognos DecisionStream for ETL from Klopotek PPM, VISTA A2R, VISTA Royalties, Oracle

- Non-BI effort including
 - System integration work covering Harcourt->Elsevier merger
 - All system and data requirements around mergers/acquisitions
 - Vendor selection for new books and subscriptions system to replace VISTA





Cognos BI relationship, since 2009

- BI & data consultancy
 - Full analysis of data provision needs
 - Implementation of Cognos 10 BI suite
 - Managed service for data feeds from 30+ global distributors
- Resultant Projects
 - Design and development of Global BI solution for the Books business:
 - 100 users globally with 24/7 access
 - IBM Cognos BI reports/OLAP cubes
 - Sales reporting and analysis, KPI reporting, marketing and web sales
 - Commenced project to implement Cognos Planning tool (EP) for sales forecasting and inventory management



Houghton Mifflin Harcourt

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Cognos Powerhouse & BI relationship, since 1993

- Full project cycle analysis, proposal, development and implementation of Global BI solution for the Books business
 - 400 users globally with 24/7 access
 - BI reports/OLAP cubes
 - IBM Cognos DecisionStream for ETL from Klopotek PPM, VISTA A2R, VISTA Royalties, Oracle
- Non-BI effort including
 - All system and data requirements around mergers/acquisitions including Butterworth Heinemann, Mosby, Morgan Kaufmann CRC Press, The Psychological Corporation (now Pearson Assessment)
 - Development of bespoke rights and royalties system
 - Development of bespoke ERP solution





Taylor & Francis Group
an **informa** business

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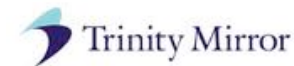
Fully integrated consultancy relationship, since 2005

- Conceived and built Global BI solution for T&F Books
 - 1,000+ users globally with 24/7 access
 - Services **all** data needs of user community:
 - Production reporting via over 2,000 reports
 - Analytics
 - Data federation and quality assurance
 - 180 incoming feeds, incl. Klopotek PPM, VISTA A2R, VISTA Royalties, CODA, Oracle
- Non-BI effort including
 - Integrated Global eBook reporting and management platform
 - Designed and built Global Inventory Management solution
 - Contract/rights/royalties consultancy and vendor selection
 - Led mergers/acquisitions including Hodder Higher Education, Informa Healthcare, Earthscan, Architectural Press, Focal Press, A K Peters, Willan, Brill and BRE
 - Vendor selection for new subscription system to replace SAP
 - Other ad-hoc consultancy and analysis tasks, and supply of contract resource

Other publishing experience



BPP



Thought Leadership

- Influential's mission is to be equal to the challenge of contemporary publishing:
 - Working with IBM to become first IM partner to focus on Big Data for the publishing industry
 - Working with the publishing industry to smooth the shift to digital / content
 - Working with IBM to provide leading Analytics to the publishing industry

- Press articles during 2012 re: publishing, BI and Big Data include:
 - Publishing Perspectives – [have we reached peak eBook?](#)
 - Research Information – [eBooks forces rethink of rights/royalties process](#)
 - BookBrunch – [Cloud computing: the need to know for publishers](#)
 - Business Cloud News – [making federated authentication work in the cloud](#)
 - TeleRead – [what's missing from the UK Govt's eBook Lending review](#)
 - Public Technology – [Big Data, big savings, big risks](#)
 - VitAL – [Big Data is the future](#)
 - BookBrunch – [Right, royal mess for publishers](#)
 - Publishing Perspectives – [why Google bought Frommer's \(the metadata\)](#)
 - BBC Radio 4 – [UK Govt's MIDATA proposal](#)
 - TeleRead – [McGraw Hill: we don't need no education publishers](#)
 - BookBrunch – [Avoiding an M&A meltdown](#)
 - Research Information – [Lessons for publishers from reading and library habits study](#)

(full list available <http://www.influentialsoftware.com/contact-us/press-suite>)

Influential Publishing CV

- Our publishing work has been about...
 - **Protecting and classifying data assets**
 - Merging and integrating multiple data sources
 - Seamless transition of acquisitions and disposals
 - Reconciliation and baseline of data across user community
 - **Extracting the true value of data**
 - Improve user experience via latest BI tools (e.g. Cognos 10)
 - Delivering intelligence for all users as a desktop commodity
 - Extending the value of existing ERP solutions
 - Enabling publishers to benefit fully from new digital world

Benefits of using Influential

- Publishing sector specialism
- Proven track record at enterprise level
- Dealing with issues publishers face now & future
- History of implementing IBM tools / technologies
- Local skilled development resource
- Power to integrate with client development team
- Experience in the big shift from print to digital

Benefits of using Influential + IBM

- Consolidation of disparate data sources
- Greater trust in numbers, less manual validation
- Reduce laborious tasks compiling reports
- Use IBM's product portfolio to assist in shift to digital
- Extend life of legacy ERPs in digital era
- Track the real value of your IPR in new paradigm
 - Allow marketers to spot trends and gaps
 - Enable sales staff to maximise sales opportunities
 - Empower editorial / production to create key commodities

...together, we **can** help