

influential



**BI solutions for the world's
major publishers**

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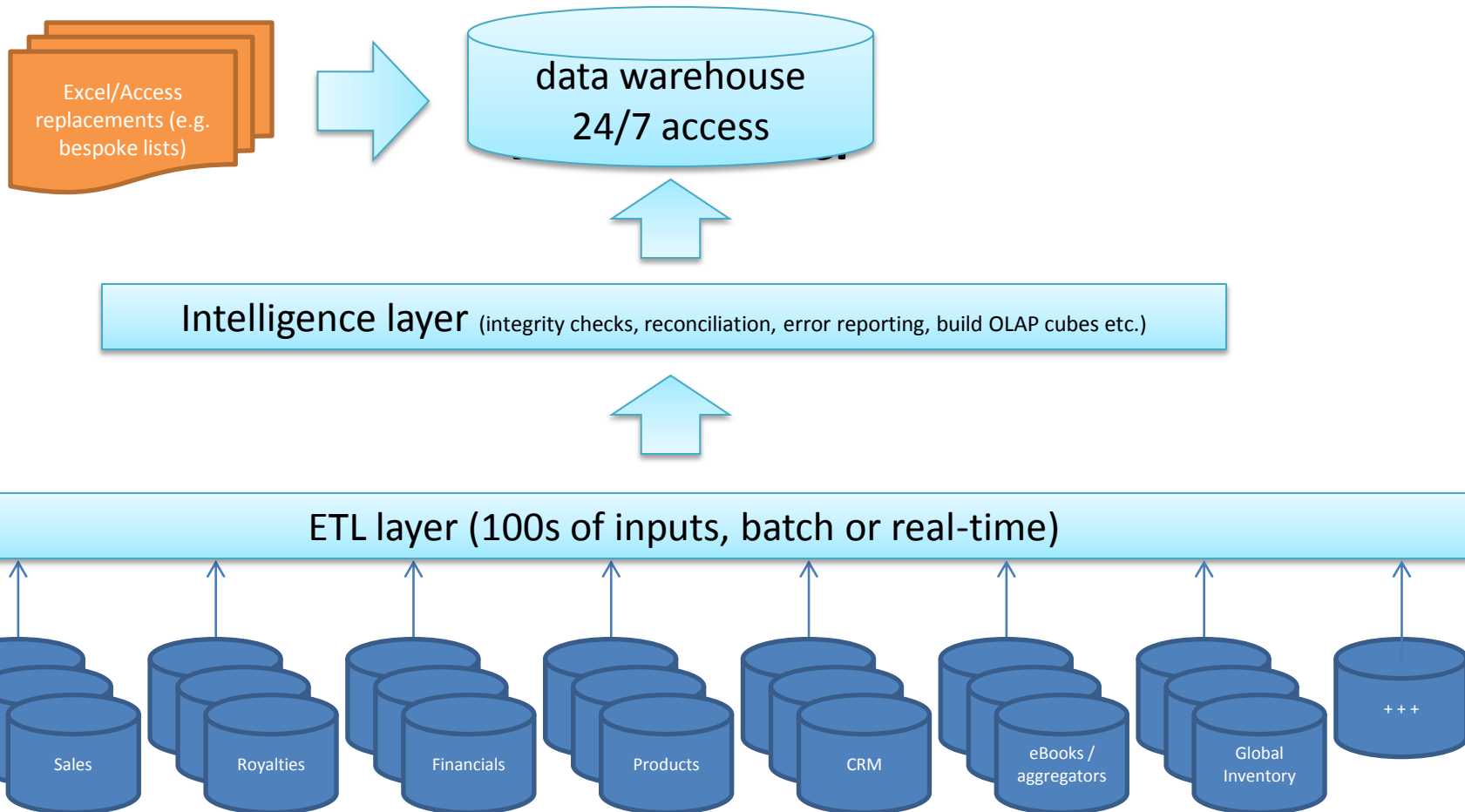
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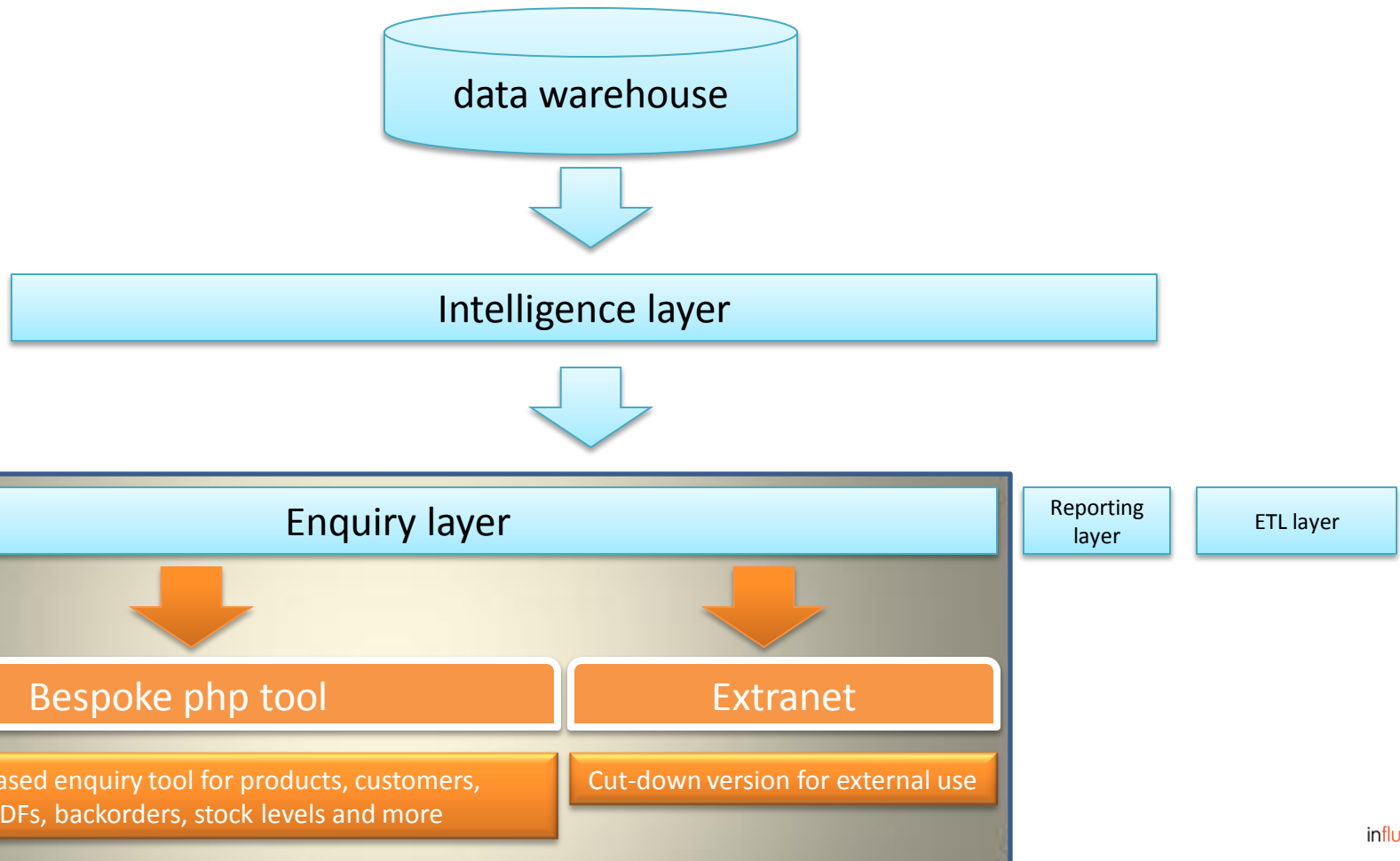
5 key areas

- A successful BI solution for a book/journal publisher is a bespoke system that offers a single point-of-contact for all users, globally, allowing simple access / reporting / comparison of data across all source systems, and comprises various key elements:
 - **Data Warehouse**
 - Central, reconciled, trusted repository of all relevant data (sales, products, financials, customers, inventory, movements, dues, discounts, restrictions, inspections etc.), held as a highly-indexed, purpose-built relational database
 - **Data Broker**
 - Trusted outbound feeds to other systems, both internal and external
 - **Reporting tool**
 - All production and ad-hoc reporting, across Finance, Inventory, Sales, Editorial, Marketing etc., typically presented via *Business Objects* or *COGNOS*.
 - Any sensible combination of the data fields can be used, thus reports can utilise data from any combination of the source systems without relying on IT dept. assistance
 - **Enquiry tool**
 - Via browser-based bespoke *php* tool
 - **Advanced data manipulation**
 - Various uses including acquisitions e.g. a single sales view is shown despite data coming from multiple sales systems

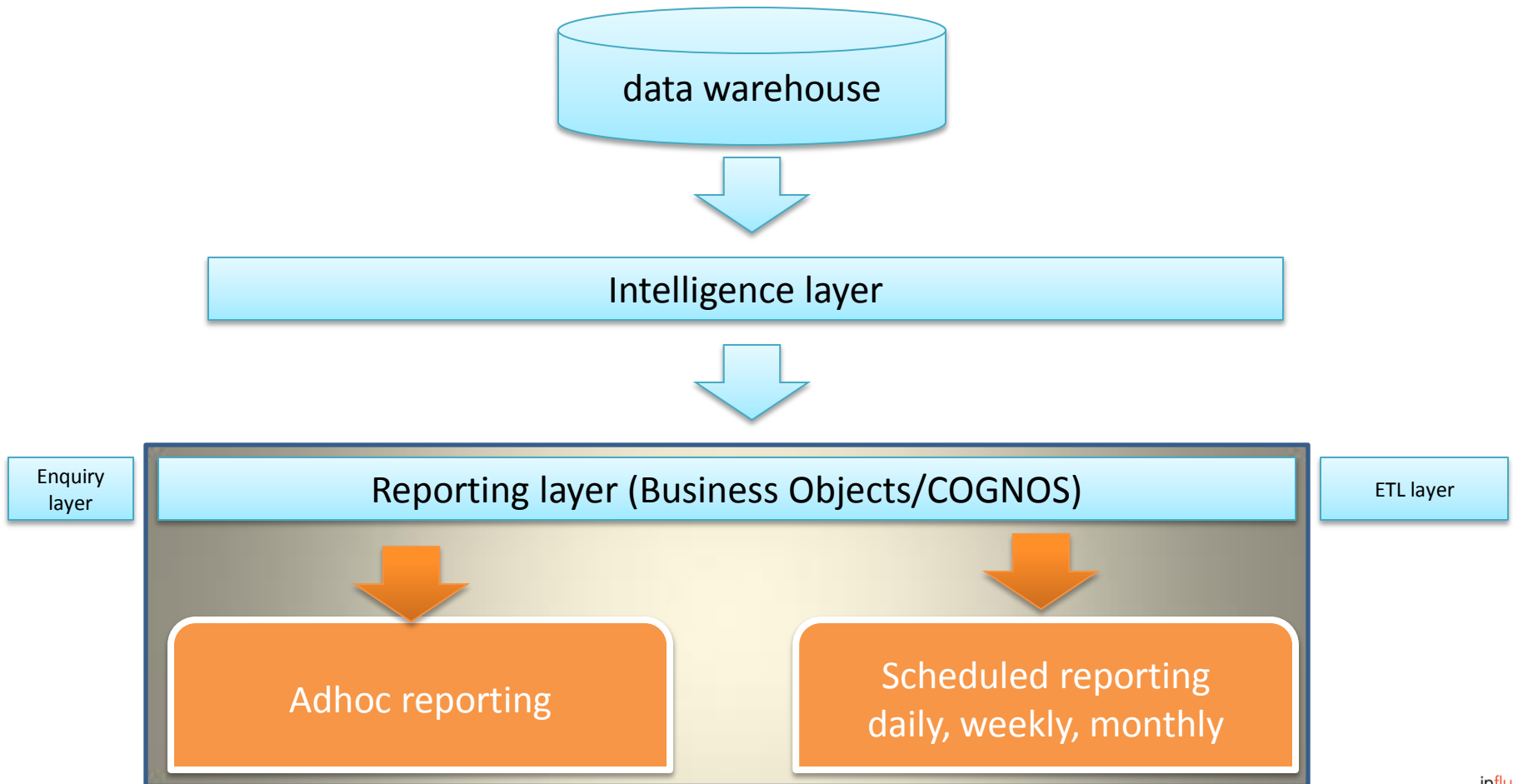
Inbound



Outbound



Outbound (reporting)



Outbound (data feeds)

