

Press Release

4 October 2011

Major collaboration announced by publishing industry specialists

Influential Software, London-based suppliers of business intelligence and book/journal publishing sector solutions, have been working on a major programme to deliver a SaaS-based, low-cost, high value BI platform for the publishing industry; Project ATLAS.

The programme forms one part of a new collaboration with Klopotek, leading supplier of international standardized software and consulting services for publishers of books and journals and Influential Software.

The platform will be developed to incorporate Klopotek-SaaS-ready datafeeds as a standard feature, thus the benefits of ATLAS reporting will be easily accessible to all Klopotek SaaS clients as a packaged offering. This will include (amongst others) interactive sales, product and customer enquiries, standardised configurable reporting, and the option of ad-hoc reporting across the entire system as well as sophisticated management dashboards and data analyses which can be configured and deployed instantly.

John Simpson, Director of Influential Software, said "We feel that our integrated ATLAS Business Intelligence solution is the perfect low cost add-on to enhance the well proven backbone that Klopotek's SaaS provides its customers. It will allow publishers using the SaaS model to analyse and manage their business in a way that was only previously open to mega-publishers having made heavy investment into bespoke Business Intelligence solutions".

If you would like to talk to Influential about Project ATLAS, SaaS tools, a business intelligence solution, software solution or any IT project you need to deliver successfully please visit <http://www.influentialsoftware.com/contact-us/> or join us for a chat at the world famous 40-30 rooftop bar of our landmark London office - 30 St Mary Axe.

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Notes to Editors:

Influential Software (<http://www.influentialsoftware.com>) London-based suppliers of business intelligence and book/journal publishing sector solutions, has a 20 year history of delivering IT solutions to some of the world's leading businesses – aiming to increase client profitability via a core set of objectives; to drive revenue, to underpin growth, to reduce cost whilst also reducing risk. This is achieved by the strategic deployment of data management, reporting and analysis tools, bringing transparency and order into complex business situations by empowering end-users to manage and report on their data in a centralised solution. This has enabled clients to realise past investment in systems and infrastructure by unlocking the drivers of that business – data that is often hidden deep within enterprise systems.

Klopotek is the leading supplier of software and consulting services for print and online publishers of books and journals. More than 350 publishers specializing in different areas, with over 14,000 users, rely on Klopotek's software to help them manage their business and achieve their goals. Klopotek has nearly 20 years experience in delivering innovative solutions to publishers around the world. The software supports the entire publishing value chain for print and digital products, including state-of-the-art rights management, effective product marketing combined with exposing enriched metadata on the internet, and a seamless order to cash business process.