



Oldenbourg  
Verlag

### Customer

- The Oldenbourg Publishing Group includes Oldenbourg Academic Publishers, Oldenbourg Scientific Publishing, Oldenbourg Industrial Publishing, and the textbook publishers Oldenbourg:bsv and Oldenbourg:osv. The publishing house is one of the most well-known publishers of scientific publications and textbooks. The publishing catalog provides a full range of publications covering all subjects taught at schools and universities with works from the fields of humanities, economics, and the social sciences. Traditionally, the company has focused on technical subjects. After all, the publishing house celebrated its first successes around 1860 with books on gas lighting. Throughout its early history, the publishing house primarily focused on technical publications, which attracted interest as far away as Japan and China. Today, the technical catalog alone comprises 950 books and 15 magazines. Since 2006, Oldenbourg Academic Publishers has been part of the Cornelsen Publishing Group.

## Integration Means Greater Efficiency Oldenbourg Academic Publishers

**Initial situation** In 2004, Oldenbourg Academic Publishers rolled out Klopotek's book and magazine publishing system. The company worked with the 'Product Planning and Management System (PPM)' and 'Advertising Sales and Management System (ANZ)' modules. At first, Oldenbourg carried out all maintenance work on the publishing software itself.

To avoid becoming dependent on individual staff members in the future, the company began looking for a suitable IT provider in 2006. It chose the system house from Gütersloh, arvato systems GmbH. The key factor in this decision was the many years of experience the IT provider had in the publishing industry. Specific industry processes, for example, rights acquisition, catalog planning, or distribution, did not have to be explained in detail. Furthermore, arvato systems was familiar both with Klopotek software and the adjacent systems and business solutions.

**Solution** The success of the partnership was reflected, in particular, in the rapid development of the publishing system. As part of this, emphasis was placed on the integration with adjacent applications: For example, sales figures from the publishing distribution division (VVA) were copied to Klopotek PPM by means of an interface. These figures form the basis for author billing. The publishing software calculates the fees on a monthly basis via another interface to the company software IFS Applications. This process is almost entirely automatic, saving employees from having to enter data manually and preventing errors. The Online Information eXchange (ONIX) interface, however, ensures that the title of Oldenbourg Academic Publishers appears on the Cornelsen website. ONIX is a format that is widely used at book shops for the exchange of bibliographical information. In addition, a small part of the publishing catalog is marketed as a 'book-on-demand' offer. As part of this process, the book is only produced when the order comes in. So as not to lose valuable time coordinating with its partners, Oldenbourg Academic Publishers transfers the order data to the external provider in XML format. Furthermore, an electronic link was established with the Cornelsen school book centers, where teachers can learn about the current publishing catalog.

»When the publishing group outsourced system support to an expert IT provider, it chose arvato systems.«



**Continual system expansion** The active support of arvato systems allowed not only the system integration to proceed; it also enabled the publishing software itself to be continually expanded as part of projects both small and large. For example, the press module was added in 2006, which allowed Oldenbourg Academic Publishers to manage journalists, evaluate reviews, and control the regular sending of previews. In addition, Oldenbourg Academic Publishers works in cooperation with publication partners on some books. Thanks to a catalog update, such projects can be billed as easily as the publishing house's own works. Add to this a range of intelligent adjustments that improve usability, including an automatic duplicate search function and plausibility checks, which notify users by e-mail of false entries, duplicate numbers, and missing information. This guarantees a consistently high level of data quality. Furthermore, there were a range of smaller adjustments that affected those areas in particular that are individually managed at most publishing houses. For example, arvato systems adjusted some reports and the author billing function to suit the specific operational requirements of the Oldenbourg Publishing Group.

**Additional tasks/services** Since then, arvato systems has taken on responsibility not only for the further development of Klopotek publishing software but also for the training of new employees as well as a large part of user support. Furthermore, arvato systems has been in charge of the system infrastructure since early 2008: Klopotek PPM and Klopotek ANZ are run centrally in the arvato systems data center in Munich, Germany. The employees of the Oldenbourg Publishing Group can access the publishing software from the three locations of Munich, Berlin, and Essen.

## An Overview of the Case

### INDUSTRY

- Publishing

### PROJECT

- Klopotek PPM, Klopotek ANZ

### TECHNOLOGY PLATFORM

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Any questions? Please contact us.

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