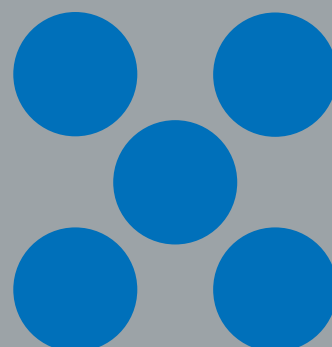


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Package:

Commercial
Suite



ingenta

Publishing is an evolving business.

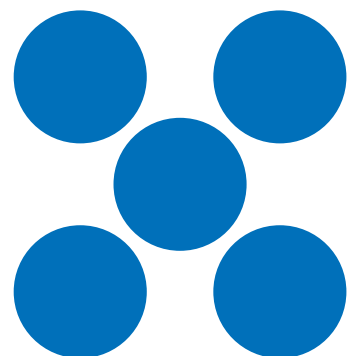
Readers are finding and using content differently. Organisations are functioning and communicating in new ways, both internally and with customers and partners.

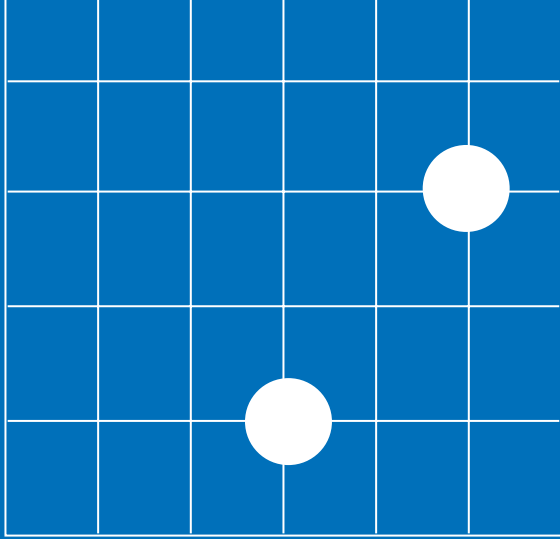
Navigating this changing environment requires systems that are fit for purpose: built around current, not legacy, processes; meeting internal and external expectations for up-to-date, intuitive interfaces; providing transparency and driving accountability, across multiple departments; and concentrated on the capabilities you actually need so that costs of ownership are minimised.

The Ingenta Commercial suite is the only end-to-end publishing platform designed from the ground up for today's publishing challenges. It integrates data and processes across the whole organisation, whether you choose to implement the full system, or to pick and mix a subset of modules.

Stay on track

How will it move
your business
forward?





Make the connection

Ingenta Commercial is made up of four major fully integrated modules: Rights, Royalties, Product Manager, and Order to Cash, allowing you to purchase the entire suite, or only those components that are needed to address your current business needs. Whichever applications or modules you choose will be built on a common architecture, with a single data platform, to minimise the inefficiencies and inaccuracies of managing data across multiple systems. Whether purchasing an individual module or the full system, you will also benefit from Relationship Manager, a comprehensive repository for all relevant information relating to your employees, customers, suppliers or partners.

Connecting all these sources of information gives you greater visibility, efficiency, and insight, across all your business functions and departments.

ACQUISITIONS

EDITORIAL

PRODUCTION

MARKETING

SALES

DISTRIBUTION

FINANCE

CUSTOMER SERVICE

“I want a solution that acknowledges our competitive strengths, and lets us do things our way.”



CHIEF EXECUTIVE OFFICER

“Our processes and requirements have been developed over several years; they reflect our business culture and are part of the edge we have over competitors. We need a system that is flexible enough to enhance that. In the past, we’ve had to compromise and fit in with the way the system does things; this has resulted in inefficiencies and workarounds, frustrating our ambition and causing headaches when we need to upgrade. We are looking for a partner with a more consultative approach, who will acknowledge and provide support for our unique needs.”

Fine-tuned for you

Our products are designed to work with minimal configuration, with fine-tuning only needed in a few key areas. You can have the best of both worlds with fast deployment and customised mapping to your preferred style.

Configuration not customisation

Our core technologies are designed with user-friendly dashboards and wizards to help your users or developers configure them to your precise needs. This avoids customised developments, lowering your cost of ownership and giving you greater long-term flexibility.

Benefits

- Reusable tools, forms and workflows for configuration:
 - User interfaces
 - Access rights
 - Process flows
- Multiple security levels to enable maximum configurability with minimum risk
- Regular upgrades with configurations tracked and rolled into new releases
- User-defined reporting and schedules
- Integration with related systems including Microsoft Office

“We need a system that is designed for the new challenges of the digital age.”



CHIEF TECHNOLOGY OFFICER

“The transition to digital has introduced completely new functions within the business, and changed our workflows in many areas. It provides many opportunities to do things more efficiently, but it requires us to think and act in a more cohesive way – integrating our systems to allow staff to take a more rounded view of products and relationships. I don’t want to replace all of our current systems at once, but I do need to modernise in some areas to ensure we can handle the scale and scope of our digital business.”



Digitally native

Each aspect of the Ingenta Commercial suite has been designed from the ground up to reflect the different customer behaviours and business practices that have emerged in the online era, from product fragmentation and bundling to content rental and micro-payments.

End-to-end flexibility

We’ve structured rich functionality into a series of specialist applications that integrate both with each other and with other technologies. You can implement them together as a single system, at once or in phases, or select only the solutions you need to replace obsolete systems or meet new needs.

Benefits

- Built around current publishing processes and assets
- Support for product creation, management, discovery, delivery and consumption
- Modular architecture supports flexibility and scalability in purchase and deployment
- Automated, centralised deployment to web and Windows clients



“I want tools that our staff can get to grips with easily.”



CHIEF OPERATIONAL OFFICER

“One of the most difficult aspects to changing systems is that staff are familiar with the tools they already use, and don't want to spend months becoming conversant with new ones. Their expectations are also shaped by easy-to-learn interfaces ranging from Google to smartphones. As we update our systems, we're looking for a fresh approach to user experience design that will enable staff to follow intuitive journeys, and minimise training costs and disruption.”

Self-configurable dashboards

Each team or individual can set up dashboards to give prominence to commonly used datasets or tasks. User interfaces can also be localised for regional offices to ensure relevant information is readily available and processes are optimised for efficiency.

Standard screen designs

All the different applications within advance use the same essential screen design. This is designed to resemble the standard Microsoft Office tools with which advance integrates, to make it quick and easy for staff to move around and between systems.

Benefits

- Dashboards and standard screens and help to simplify user journeys
- Automation of repeat tasks, reports and queries
- Integration with Microsoft Office and Exchange
- Standard design, local configuration

“I want everyone to base decisions on the same information.”



CHIEF FINANCIAL OFFICER

“Our business information systems have grown organically to this point. This means that data is currently fragmented and duplicated, with different departments struggling to share and integrate information. Trying to account for disparities between sources can be time-consuming and causes unnecessary friction. A simple – but so far elusive – solution would be if we all contributed to and used a single dataset. It would enable us to trust our numbers and focus on what they tell us about our future, not how accurately they represent our past.”

Business-neutral

With no assumptions or restrictions around what constitutes intellectual property or how it might be licensed, Ingenta Commercial enables you to support unlimited product types and business models. You can react quickly to emerging trends and use all available channels – from print distribution partners to social commerce – to keep your business growing.

Visibility for all

Throughout and beyond the transition to digital, Ingenta Commercial helps teams share data more effectively. By reducing duplication and providing a single view, advance informs decision-making and encourages approach to strategic development.

Benefits

- Central management of content, business model and channel data
- Widespread visibility across multiple departments and languages
- Product, format and business model neutral
- Audit trail including identity logging rollback



EASY TO CONFIGURE
EASY TO USE
EASY TO INTEGRATE

Publishing systems today are often an accumulation of home-grown, third party and acquired applications. They may be functionally rich, but they're not necessarily efficient, or suited to current and future business needs.

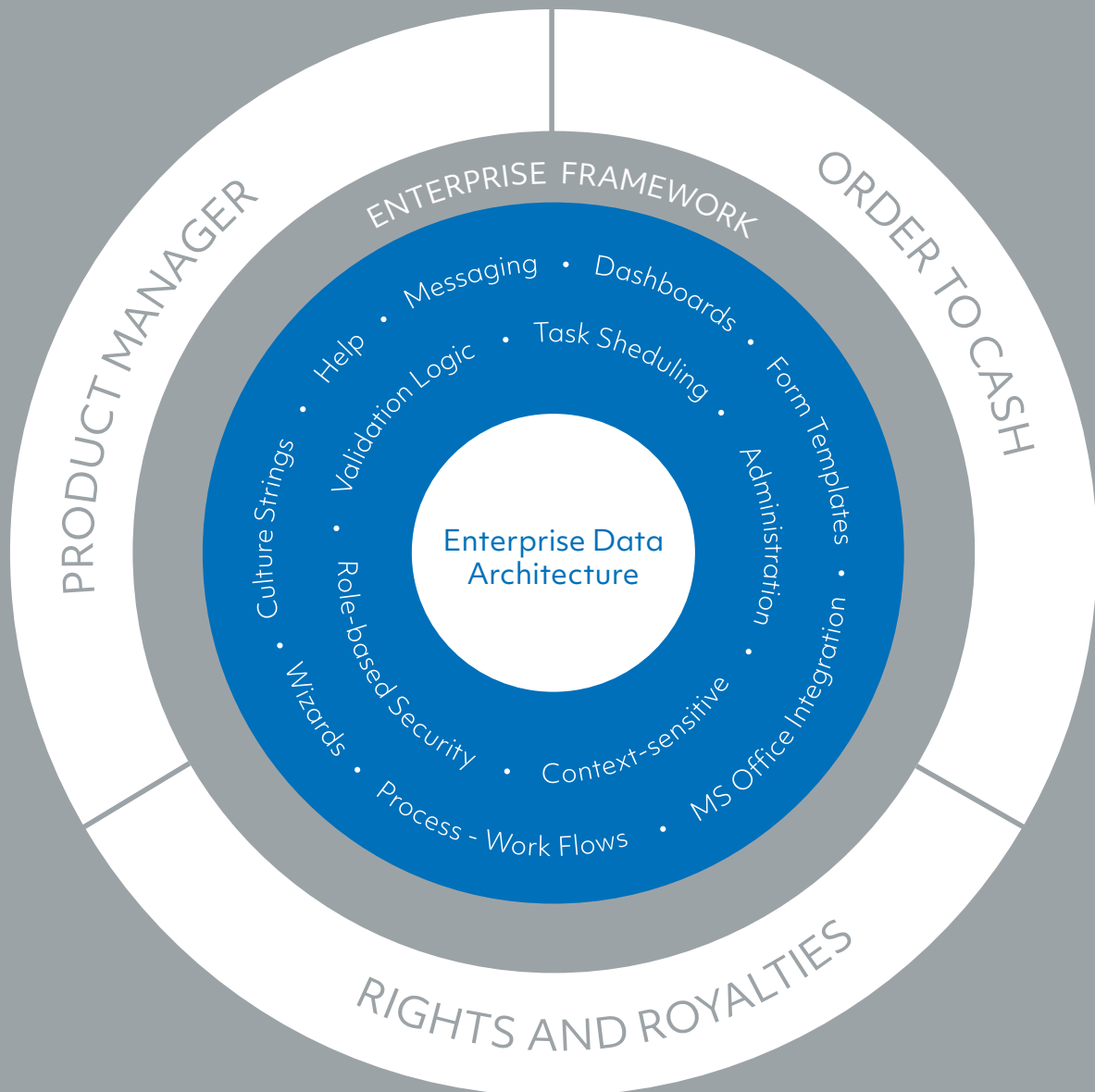
Embracing new opportunities requires publishers to re-tool and re-automate. You need to consider each application in its wider context to ensure that the new solutions to which you move will be flexible and integrated enough to support future needs.

Ingenta Commercial is the only solution that spans the publishing process. You can deploy the full suite or pick just those modules that solve your current business problems. Our team will help you fine-tune our products to fit your precise needs, with minimum customisation required by us, and maximum configurability enabled for you.

Built from the ground up by people who understand publishing past, present and future, our solutions will help you minimise the costs of ownership by being easy to configure, use and integrate.

- Modular architecture
- Automated, centralised deployment
- Regular upgrades
- Publisher self-configuration and localisation
- Dashboards
- Automation of repeat tasks, reports and queries
- Integration with related systems
- Widespread data visibility and audit trail

Is it time
for you to
make your
move?



Our solutions cover the publishing process from end to end. Our customers also benefit from our expertise in information commerce, audience development and content delivery.

Ingenta Commercial is based on Microsoft technology, ensuring widespread interoperability, extensibility and standards compliance. You can rely upon the suite to scale in line with your organisation's needs without increasing your overheads;

Individual instances of have been proven to support:

- More than 1,000 concurrent users
- More than 200,000 contracts
- More than 450,000 customers
- More than 1.25 million products
- More than 2 million subsidiary rights clauses
- More than 4 million sales capture rules / formulae
- More than 15 million royalty ledger entries
- More than 40 million sales transactions
- More than \$350 million in annual billings

Ingenta is the world-leading provider of content solutions that transform business. We cover the publishing process from end to end with our suite of commercial products, content and advertising solutions plus client support and professional services packages. Combining our unmatched publishing knowledge, global operations and customer support with our extensive technology products and service offerings, we offer the industry's only full spectrum of solutions to help publishers manage and monetise their content effectively.

Listed on the AIM market of the London Stock Exchange, the company operates jointly from Europe (Oxford) and North America (Boston and New Jersey), with local offices in Brazil, India and China. Assisting over 450 trade and scholarly publishers for nearly 40 years, Ingenta solves the fundamental issues content providers face.

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