

## Publishing Technology signs new *advance* deal with Editions Lefebvre-Sarrut

- French publisher to implement ecommerce and fulfilment system across its business -

Oxford and Paris, 10 April 2014 – Editions Lefebvre-Sarrut (ELS), one of the largest publishing groups in France, has signed an agreement with Publishing Technology to roll out the *advance* Order to Cash solution across three of its subsidiary companies: Editions Francis Lefebvre, Editions Legislatives and Editions Dalloz.

The new system, which will have a French interface, will allow ELS, which produces material across print, ebook and video formats, to package, market, deliver and sell all of its content from one single application, replacing the complex and disparate legacy sales and billing solutions currently in place.

The tax, law and business publisher will now be able to fully integrate and exploit all available sources of revenue; customising its products, creating innovative bundles, experimenting with both new business models and flexible pricing structures, specifically in its subscription sales, and managing ecommerce and fulfilment.

With *advance* Order to Cash, ELS will also be able to:

- Manage subscriptions and define and support complex access models
- Increase uptake of renewals and better manage the renewal process
- Manage billing and revenue recognition for subscriptions and direct sales
- Improve payment and debt management with a fully integrated accounts receivables
- Target and manage up-selling opportunities with tailored promotions
- Process orders, including currency management and refunds
- Manage physical product shipping and delivery

Olivier Bourgueil at ELS commented: *“Publishing content in multiple formats is the way of the future, but it can also bring with it a range of complications. With our product portfolio expanding rapidly to cater for both print and digital requiring the management of complex pricing policies, we need a flexible and innovative new system to help us centrally manage our ecommerce and fulfilment more effectively. We look forward to implementing advance*

*Order to Cash across these three key areas of our business and believe the installation will position us well for the future, helping us to become more agile and creative in how we manage the whole content ecosystem.”*

**Jane Tappuni, Executive Vice President, Business Development, Publishing Technology, said:** *“Most publishers’ systems are ill-equipped to cope with the complex demands of the digital age and many tend to use a jumble of disparate and incongruent systems, which can often be more of a burden than an aid. Order to Cash will not only unify the company’s ecommerce and fulfilment activities and requirements, it will also enable ELS to experiment with new models and become more flexible when it comes to delivering and selling content.”*

The advance Order to Cash installation will begin in September 2014.

-Ends-

**Notes to Editors:**

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**Publishing Technology plc:**

Publishing Technology is the world-leading provider of content solutions that transform business. We cover the publishing process from end to end with content systems, audience development and content delivery software and services. Combining our unmatched publishing knowledge, global operations and perpetual support model with our *advance* enterprise system, *ingentaconnect* scholarly portal, *pub2web* custom hosting platform and PCG (Publishers Communication Group) sales and marketing consultancy, we offer the industry’s only full spectrum of solutions to help publishers move their content forward. 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, China and Australia. Assisting 400 trade and scholarly publishers for over thirty years, Publishing Technology solves the fundamental issues content providers face.

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