

Macmillan Distribution goes live with new subscription business powered by Publishing Technology

Oxford, UK, 18 November 2014 - Macmillan Distribution (MDL), the award-winning international book distributor, has gone live with its new subscription platform, running on Publishing Technology's *advance* enterprise system.

MDL becomes the first Publishing Technology client in the UK to launch its service on the digitally-native Order to Cash module of *advance*, which effectively enables the company to break into the journal fulfilment market.

MDL can now offer both new and existing publisher customers an increasing number of subscription-based models for both digital and physical content, helping to provide their readers with a seamless user experience at the point of purchase. With its robust sales, marketing and ecommerce capabilities for serial content, *advance* Order to Cash will empower publishers working with MDL to respond swiftly to market demands, customise products and experiment with new business models, driven by comprehensive data analysis and reporting.

Legal publisher Hart Publishing, now part of Bloomsbury Academic, is the first of MDL's clients to take full advantage of the subscription service and has already started processing renewals of its journal titles via the new system. Further MDL customers are expected to sign up in the coming months.

Matthew Hogg, Commercial Director, Macmillan Distribution (MDL) commented: "As our client and customers' supply chains evolve and become progressively complex, we need to respond by implementing solutions to help them to continue to manage products, revenues and reporting more effectively. We chose to invest in Publishing Technology's impressive *advance* system because it allows us to show our commitment to our clients, through the launch of a subscription service that truly meets their needs, while also providing us with the scope to continue to develop business opportunities in the future."

Randy Petway, Executive Vice President, Global Product Strategy, Publishing Technology, said:

"Investing in implementing new technologies like *advance*, which has been developed for the digital age,

means that a major distributor like MDL can really drive its business forwards while serving its customers in the best possible way. The product offers a powerful set of tools to manage, package, sell and distribute content in innovative new ways that until now have been too challenging to administer. As a long-standing client of ours - using our Vista system for warehouse fulfilment for over 30 years - I'm delighted that MDL have become the first of our clients to successfully install the system in the UK, and I look forward to seeing how the new subscription service is received as it's rolled out to their customers."

-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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Macmillan Distribution (MDL):

Macmillan Distribution (MDL) is a UK based book distributor that handles over forty publishers including the Macmillan Group. Third party clients include Bloomsbury, Guinness World Records and Ryland, Peters & Small. MDL distributes throughout the UK and the rest of the world. Customers include trade and specialist bookshops, wholesalers, internet retailers, schools and members of the public. Macmillan Distribution (MDL) is a division of Macmillan Publishers Limited.

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