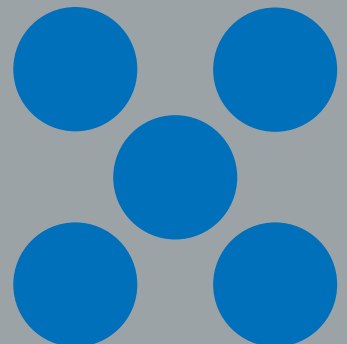# ingenta

Package:

Product Manager

Integrated management
of intellectual property and
workflows from pre-acquisition
to post-production

Information or frustration?

Publishing processes generate a wealth of information: about works, iterations, manifestations and items; relating to editorial, production, sales, marketing and finance. It's all stored across multiple systems that were often designed for a simpler world. Products that don't fit outdated criteria for format, business model and lifecycle have to be awkwardly forced in. Information is duplicated, creating inefficiencies and inaccuracies; some information is missing all together because it's too granular or irregular. It's hard to see the bigger picture, and it's expensive to support anything new.

You need a single, digitally-native system that fits your business needs, across all your departments, products and processes.

The Ingenta Product Manager application will help you bring back order. It enables information about works, their manifestations and their contributors to be managed and structured intelligently. It increases visibility internally, keeping everyone in the loop and on schedule, and externally, increasing awareness and sales of your products. It minimises the number of systems you need, thereby reducing margins of error and costs of ownership.

Don't let information frustrate your ambitions.

Product creation
Lifecycle management
Scheduling
Profit & Loss
Resources bank
Product fragmentation & bundling
Multi-currency pricing models
Datashop
Reporting
CRM
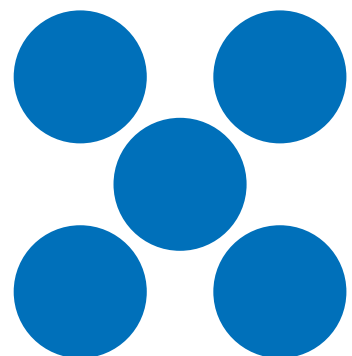
Efficient collaboration Greater visibility

Product Manager removes barriers between different business functions, ensuring everyone is editing and using the same data.
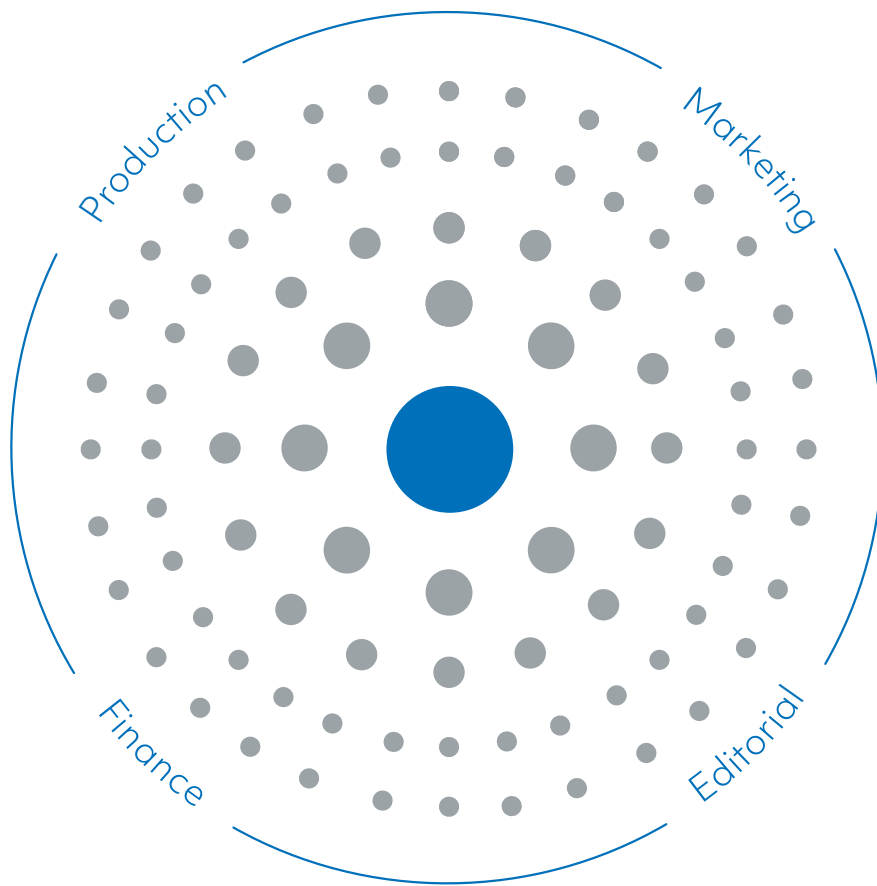
"I want to capture each detail about a work and its manifestations, and connect them so that all relevant information is easy to view."

EDITORIAL DIRECTOR

"I want more dynamic scheduling, that acknowledges shifting deadlines and keeps us on track regardless."

PRODUCTION DIRECTOR

Product Manager

Production

Marketing

Finance

Editorial

"I want to extract advanced information about titles as early as possible in their lifecycle, so that we can create AI sheets and let sales partners know what's coming."

SALES & MARKETING DIRECTOR

"I want to know profit and loss across a product's entire lifecycle, to speed up forecasting and approval for similar acquisitions."

FINANCE DIRECTOR

"I want to start logging details about each work as soon as we start negotiating its acquisition."

EDITORIAL DIRECTOR

"It's hard to keep track of all the information associated with developing our products – from contributors' contact details, to the costs of different production and distribution options; from decisions about which formats to offer, to P&L assumptions. I'd welcome a system that brings all this together, and enables me to capture snippets of information about a concept as soon as we start discussing it. This will help my team avoid the inefficiencies and inaccuracies that come from trying to recollect information when the project is approved. We also need to be pull up all this information quickly and easily, and 'pivot' our view of it so that any one piece of information can be the basis for a report."

Managing information at a granular level

Product Manager stores metadata items about works even before their long-term structure or format is defined. Its flexible database supports text-based descriptions relating to any type of work, contributor or business model. It integrates with industry identifiers without relying on them to register information. Links to related digital assets can be added and the application can also integrate with enterprise-level Digital Asset Management systems, or serve as a Digital Asset Repository.

Structuring information intelligently

Product Manager enables you to define the relationship between different pieces of information, so that top-level works are linked to child products. Metadata can be synchronised across records, and inherited. This makes it easy to quickly review any aspect of a product or work's development, even for projects that aren't yet confirmed, and to pivot by status, department, imprint, region or other perspective.

Benefits

- Planning and acquisition of works

  - Create conceptual work records
  - Create unlimited manifestations of a work
  - Make acquisitions "active"
  - Approve contract requests
  - Add metadata iteratively, even for fragments

- Managing data relationships

  - Create known or proposed manifestations as offspring
  - Link works at product or contract level
  - Identify metadata to be shared between related records
  - Allow variation for different regions / formats
  - Collate metadata from, or feed metadata to, other systems as required.

"I want a system that is flexible enough to support all our product types, business models and workflows."
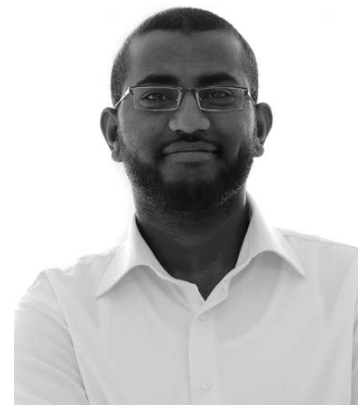
PRODUCTION DIRECTOR

"As our business diversifies, we're struggling to manage production information and schedules across the multiple systems that are currently supporting different types of work. I want to be able to keep all the information in one place, so that I can quickly and easily monitor the dependencies of a project. Upcoming deadlines need to be automatically recast in response to delays, across all the different manifestations. We need the system to add tasks to people's to-do lists and alert them to each action, so I can keep track of workloads and issues and ensure I am setting realistic targets and timelines."

Removing barriers

Product Manager is a workflow engine for the entire lifecycle of a work: from idea and approval, through creative development and pre-production, to production, fulfilment and ongoing reporting. It provides you with a single system through which to manage workflows, milestones and deadlines across every aspect of the project. Its product-neutral architecture means you can support any current or future content type or business model.

Keeping everyone on schedule

Product Manager gives all users complete global visibility of schedules, helping you manage product development and production with greater rigor and efficiency. Stakeholders will be alerted to bottlenecks and delays; you can also identify workflow events that should trigger alerts, for example, to request approvals automatically.

Benefits

- Contributor management

  - Create and manage records for authors, agents, editors, illustrators etc.
  - Prevent duplicates
  - Record contact information, biographies, roles, contracts, contributions
  - Create relationships between contributors and works
  - Manage contributors during creative development
  - Track and manage contributor queries
  - Manage approvals
  - Track company / vendor deliverables, issues and contacts

- Production workflow management

  - Create proposed product schedules and milestones
  - Initiate and manage all schedules and sub-schedules
  - Provide management-level milestone and project status visibility
  - Integrate with other systems including Microsoft Office
  - Finalise specifications, track content deliverables and manage approvals

"I want to reduce time to market, with all the information we need at our fingertips."

SALES & MARKETING DIRECTOR

"The way we do business is part of what makes us competitive – I've worked in several publishers and I know that processes are not all the same. We need a system that gives us an edge right from the concept phase. I want early visibility of new works in our pipeline, and I want each new piece of information to be approved as quickly as possible so that my team can quickly begin sales and marketing. We also need to speed up our ability to set up data feeds for new distribution partners so that they can quickly start their own promotions, with accurate information that is readily available."

Sharing pipeline information

Product Manager lets you define at a granular level which information can be viewed, by whom, and when. You can approve basic metadata about a work or its manifestations to be shared with sales and marketing colleagues early in the development process, to involve them in forecasting, and enable them to begin promotion months before they would otherwise be able to.

Driving discoverability

Product Manager's unique Datashop service helps you quickly and easily configure bibliographic data feeds for new sales and marketing partners. Because these are based on a single dataset, rather than collated from multiple sources, they are more consistent and reliable; this makes them more effective at driving sales, and means a smoother relationship with your partners. You can easily validate new data formats, set up automated alerts and reports, and track changes.

Benefits

- Marketing planning

  - Develop sales projections
  - Set marketing budget
  - Plan promotional schedule

- Marketing materials

  - Collate product / contributor information
  - Configure templates for marketing materials
  - Draft materials and manage approvals
  - Store marketing materials and associated metadata
  - Attach materials to product records
  - Generate and send advance information sheets

- Metadata and digital asset management

  - Manage relationships / communications with retailers and web channels
  - Easily configure new feeds with user-friendly interface
  - Create feeds for full titles or fragments
  - Manage metadata compliance and quality
  - Support multiple formats including ONIX, BIC, BISAC
  - Categorise, group, search digital assets and include in feeds as required
  - Share data to and from the digital asset repository

"I want us to function in a more collaborative, consistent way so that critical business decisions are easier and more efficient."

FINANCE DIRECTOR

"Because our product information is currently spread across multiple systems, it's time-consuming even to come up with a total number of works that we own, let alone to calculate associated revenues and costs. My colleagues and I need to be able analyse each work's performance more easily, and use different real-world scenarios as the basis for modelling projections for new acquisitions. Then we can standardise the way that we forecast, comparing profit and loss against past projects, and speed up our approval of new projects."
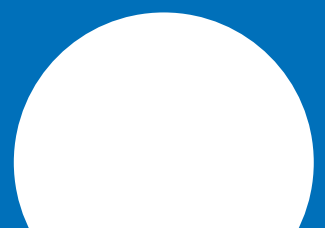
Bringing it all together

Product Manager reduces inefficiency and duplication of effort by integrating information from all the departments within the organisation. It provides you with a single source of data about your works, so you can quickly review any aspect of a product's performance, and self-select fields that you would like to monitor with scheduled reporting.

Reducing cost of ownership

Product Manager adheres to our systems policy of "configuration not customisation." That means it can be readily adapted to your needs, avoiding the missed opportunities, clumsy workarounds and hidden investments in modification that result from systems that don't fit your precise needs. We also take a consultative approach to development, involving clients at a strategic level to ensure its applications continue to be closely aligned with evolving needs.

Benefits

- Profit and loss engine

  - Create P&Ls for conceptual works
  - Collate and use inputs from multiple business functions (sales, production, finance)
  - Model different scenarios (product specifications, materials, regional revenues)
  - Standardise projections and compare them with actuals to inform and speed up approval

- Pricing management

  - Create / generate initial prices for different works, formats, regions
  - Add business rules and workflows to route pricing updates (at any point in lifecycle)
  - Create pricing promotions
  - Generate reports

ingenta

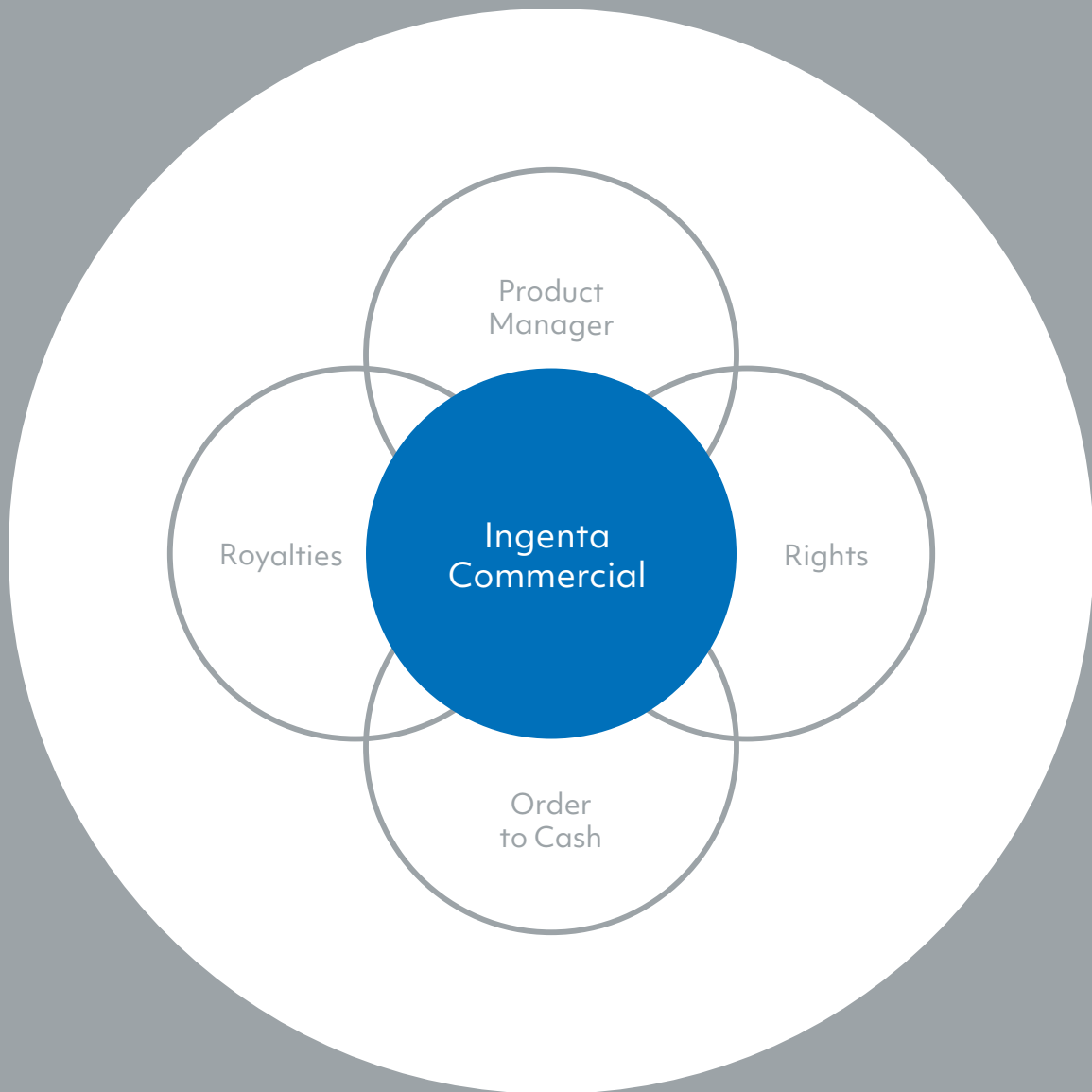# Product Manager

VISIBILITY
GRANULARITY
FLEXIBILITY
CREATIVITY
CONSISTENCY

- Planning and acquisition of works
- Managing metadata, including relationships between data items
- Managing contributors, schedules and production workflows
- Soliciting and tracking approvals
- Managing pricing
- Planning, executing and tracking marketing activities
- Distributing bibliographic data
- Monitoring profit and loss

Your assets are fragmenting and diversifying. The organisational structure and processes around them are also becoming more complex. You need to be confident that the product information on which so much of your business relies is accurate and consistent.

Product Manager ensures you capture the right information at the start of any project. It makes the information easy to find and use so that it is shared and built upon as the work, and related products are developed.

You can remove barriers, reduce inefficiencies and get your products to market more quickly. Let Product Manager help you get it right from the start.

Product Manager is part of the revolutionary Ingenta Commercial suite, which supports royalties, rights, permissions, editorial, production, online sales and marketing, and digital and print distribution. Built on decades of industry expertise, Ingenta Commercial is a strategic investment providing a flexible, modular solution that is product-neutral, cost-effective and can be implemented on a global scale. With Ingenta Commercial, publishers can integrate entire processes, maximise all revenue streams, and transform from print to digital business models.

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.

Follow us @weareingenta
and read the blog at ingenta.com/blog.

ingenta

8100 Alec Issigonis Way, Oxford,
OX4 2HU, UK
+44 1865 397800

317 George Street
New Brunswick, NJ 08901 USA
+1 732 563 9292

UK | USA | Brazil | India | China
info@ingenta.com | ingenta.com