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Package:

Order to Cash

Integrated sales, marketing and
distribution for print and digital content



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Technology should be liberating not constraining

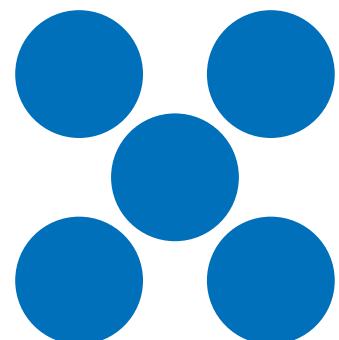
Publishing has changed dramatically in the past decade. Horizons are broader – and so is the competition. Is your technology enabling or frustrating your ambitions?

It's time to move on from unwieldy and expensive systems that require complex workarounds and customisation to fit them to publishing purposes. The Ingenta Order to Cash solution has been built for today's publishing environment, with the flexibility and scalability to serve tomorrow's customers too.

We've started from scratch – building a next generation marketing and distribution platform that is easy to configure and use. With Order to Cash, you have complete freedom to match content to customers in the ways that best fit your business, not our technology. Whether your growth strategy is to maintain print while embracing digital, to blend different content types and business models more effectively, or to do all of this and more, we will help you operate faster, better and more imaginatively than you thought possible.

Inventory management
Order fulfilment
Subscription management
Warehouse management
Shipping management
Promotions & mailing
Accounts Receivable
Commissions
Access Management

Reporting
CRM



Integrating processes Driving growth

Order to Cash allows publishers to package, market, sell and deliver content in the formats that customers demand, where and when they find it. The application provides the range and depth of features necessary to integrate the delivery of diverse product types and billing methods via multiple channels, including e-books, online subscriptions, social commerce, digital access, downloads and service billing while providing full support for print and physical products.

We provide the built-in processes to support essential requirements from product creation and marketing through product delivery and subsequent renewal. Designed for challenges of modern publishing, Order to Cash can help you generate new revenues, expedite your orders and transform the customer experience.



I want to be able to put product data, pricing, business models and customers together in any combination. I want analytics that can tie customer orders to profile data.

SALES & MARKETING



I want to streamline and re-automate our processes, particularly for fulfilment and access control. I want to ensure that all our systems are reliable, secure and interoperable.

TECHNOLOGY

Order to Cash



I want more accurate reports, and I want them to be more readily available. I want our print and online delivery to be more efficient, and more effectively tracked.

FINANCE



I want to integrate data about orders, payments, refunds and renewals to be able to pass intelligence to the sales team.

CUSTOMER SERVICE

“I want to sell any content, to any customer, with any business model.”

SALES AND MARKETING DIRECTOR



“The content we create, and the ways in which we want to deliver it, have become increasingly diverse; we want to capitalise on the range of possibilities enabled by digital products and services, but our existing system has been structured around our print business. It just can’t support our current approach to building new revenues and relationships, whether directly with customers or via our retail partners. I want a system that allows me to match up customer types, products and business models in any combination – print and digital, direct and third party, one-off and subscription. And I want ready access to advanced analytics, so that I can quickly assess product sales and downloads, and adapt our sales and marketing activities as necessary.”

Diversifying your opportunities

Order to Cash helps you support increasingly diverse customers and products with its flexible system architecture and granular data models. It enables you to manage any kind of customer, complex relationships between customers, new types of content and other assets, and fragmentation or aggregation of product elements.

Integrating your intelligence

Order to Cash integrates data and reporting – for example, across product formats, business models and customer types – to help you assess the impact of your activities. It gives you a single source of intelligence to drive business development.

Benefits

- **Product management**
 - Create, bundle and manage multiple content types including books, journals, newsletters, webinars
 - Manage concepts and acquisitions
 - Set pricing, fees and discounts
 - Allocate revenues
- **Customer management**
 - Configure and manage multiple customer types including individuals, institutions and consortia
 - Manage contact records and mailing lists for customers and prospects
- **Sales & marketing management**
 - Deploy diverse business model, from one-off and subscription sales to standing orders and metered sales
 - Manage and analyse campaigns and promotions
 - Manage access tokens and inspection / review copies
 - Manage renewals
- **Intelligence**
 - Configure and automatically generate integrated reports
 - Profile and analyse sales
 - Access report interfaces remotely

“I want to improve our service levels with unified data and processes.”

CUSTOMER SERVICE DIRECTOR



“Too much of my team’s time is wasted grappling with unconnected systems and short-term hacks. I want a system that is fit for purpose, dealing equally well with digital and print product requirements, from consortia invoicing to processing a refund. I want to streamline and automate basic processes like setting up online access or checking our stock. I want us to be ready for the digital future.”

Solving your problems

Order to Cash has been developed by people who understand publishing realities. It takes a fresh, integrated approach to overcoming legacy limitations to deliver the functionality you need, such as seamless, real-time access to data from across the business.

Increasing your efficiency

Order to Cash reautomates processes that have outgrown older systems, and gives customers greater ability to manage profiles and orders themselves. It saves staff time, and allows you to pursue the ideas that will take your content forward.

Benefits

- **Order processing**
 - Manage manual, third party and electronic orders
 - Integrate all product types and many elements within one order
 - Split, merge, copy, de-duplicate, cancel, park, recall and track orders
 - Process back orders
 - Manage market restrictions automatically
- **Fulfilment**
 - Manage inventory across multiple stores / distributors
 - Manage warehouse documentation and dispatch confirmation
 - Interface with print-on-demand systems
- **Invoicing and payment processing**
 - Merge and reprice orders
 - Support multiple currencies, order types and payment models
 - Invoice electronically
- **Support a range of access control methods and codes**
- **Manage customer enquiries and claims**

“I want to make better informed decisions.”



FINANCE DIRECTOR

“My typical month end means late nights spent reconciling reports pulled from different systems across the business to get a final, accurate picture of our performance. I want easy, integrated access to sales figures across all our assets – whether they are print or digital, publications or related services, one-off sales or subscriptions. I want the flexibility to allocate revenue based on an increasingly diverse range of business models, and simple management of multiple currencies and tax laws. And I want to be able to configure standard reports on current and deferred revenue, that I can schedule for automatic delivery, so that the board and I always have the information we need to manage the business effectively.”

Reautomating your processes

The support for multiple pricing, payment and invoicing models in Order to Cash means all financial data is held in one system. It can be readily analysed with easy-to-configure reporting and native tools; reports can also be automated, scheduled and exported to Excel.

Improving your profitability

Order to Cash allows you to realise efficiencies through automation (of processes, reporting and communications), integration (of data and systems) and configuration (of user-oriented interfaces). It helps you accelerate order cycles (by templating data entry and allocating inventory in real time), expedite fulfillment, manage stock more effectively and analyse costs.

Benefits

- Single billing and revenue management across all product, pricing, payment and invoicing models
- Support for multiple currencies and tax rules
- Flexible management and reporting for accounts receivable, earned and deferred income
- Interfaces to third party systems for general ledger and accounts payable
- Integrate with third party product costing and inventory valuation systems
- Workflow management including approvals, routing and reporting
- Native tools for analysis within the application, as well as easy Excel export including scheduling and automated delivery
- Credit control – entry, application, override and authorisation of credit limits; real-time alerting and data integration

“I need confidence in the capacity and potential of our technology.”

INFORMATION TECHNOLOGY DIRECTOR



“Our business needs are evolving fast. To date, we’ve coped by patching multiple systems together, but we’ve outgrown what they can enable for us, particularly as many weren’t developed expressly to handle the peculiarities of publishing assets and processes. I want a more robust solution now, that can lower the costs of ownership, and give our staff the tools to experiment with online products and markets. I want a system that removes limitations on our sales, marketing and distribution, and that can be configured to present intuitive, context-sensitive interfaces to different groups of staff – and even customers. It must be interoperable and scalable, with the flexibility to be easily and cost-effectively adapted as our business grows and our markets change.”

Growing with your business

Order to Cash is built for easy client-side configuration, to help you avoid expensive developer customisations when you need new business rules or interfaces. Its smart load management is infinitely scalable, deploying industry-leading technologies to enable major volume processing. 7 of the top 10 global publishers have installed one of our Commercial solutions.

Connecting your dots

The single common database of Order to Cash avoids the inaccuracies that stem from multiple overlapping datasets. Its open architecture and data models allow ready integration with systems already in place, or those used by partners. Comprehensive support for publishing-specific standards such as EDI and ICEDIS provides a further level of interoperability.

Benefits

- Configurable interfaces, dashboards and wizards to support multiple user types
- Rapid development architecture
- Open interface model with multiple partners / systems
- Flexible deployment / hosting models
- Horizontal / vertical scalability at data, business and presentation layers of the system driven by Microsoft .NET, ASP.NET, SQL Server
- Structured fix and upgrade release model





Order to cash



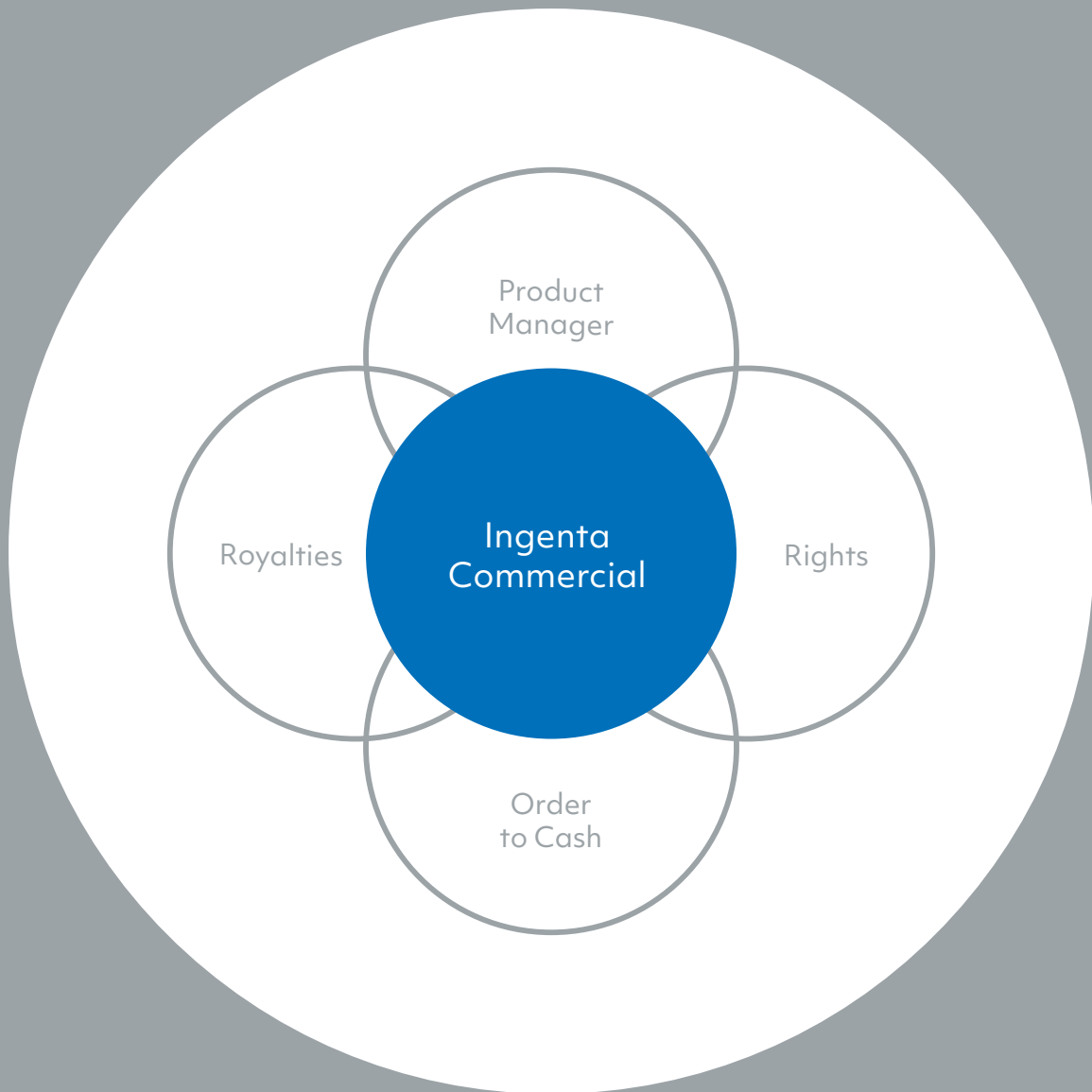
CREATE
MARKET
SELL
DELIVER
ACCOUNT
REPORT

With an increasingly rich variety of publishing assets and an evolving audience, you want to extract a clear understanding of your present and future business from the complex matrix of opportunities. You want to know who your customers are, what they are buying and how. You want to make an informed decision about which trends to prioritise, and you want to experiment with new products and business models. You want robust technology that is tailored to supporting your customers effectively, whichever growth strategy you choose.

Why look at a system that isn't everything you need?

Order to Cash is the first system to be developed specifically for the monetisation of 21st century publishing assets. It breaks the boundaries of legacy limitations associated with older publishing systems, and gives you best-of-breed technology without the gaps of a generic system or the bloat of multiple point solutions. Order to Cash gives you just what you want.

- Customer information management
- Product management and development
- Marketing automation
- Global sales management
- Order processing
- Fulfilment
- Invoicing and payment processing
- Integrated billing and delivery
- Access control
- Customer service and case management
- Credit control
- Integrated intelligence
- Flexible reporting and analysis
- Application-oriented architecture
- Open integration with other systems
- Configurable interfaces, dashboards and wizards
- Infinite scalability
- Flexible deployment / hosting
- Industry-leading technologies
- Regular upgrades



Order to Cash 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.

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