

## Macmillan Distribution to launch new subscription business on Publishing Technology's *advance* platform

Oxford, 1 April 2014 – Macmillan Distribution (MDL), the award-winning international book distributor, is launching a new subscriptions platform to be delivered via Publishing Technology's *advance* enterprise system.

MDL will implement the digitally-native Order to Cash module of *advance*, to expand into the journals fulfilment market, offering publishers an increasing number of subscription-based models for both digital and physical content and providing 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 enable MDL's clients to respond swiftly to market demands, customise products and experiment with new business models, driven by comprehensive data analysis and reporting.

MDL can confirm that Hart Publishing, now part of Bloomsbury Academic, will be the first of its clients to take advantage of the new service, and expects to announce more clients over the coming months.

**Matthew Hogg, Commercial Director, Macmillan Distribution (MDL) commented:** *"A rapidly developing digital supply chain requires a flexible solution to fully manage products, revenues and reporting. In choosing Publishing Technology's impressive advance system, we will not only have the tools to roll out our new subscriptions service, but opportunities for other new business developments in the future. Critically, that investment to future-proof our business also extends new opportunities to our clients."*

**Jane Tappuni, Executive Vice President, Business Development, Publishing Technology, said:** *"That a major distributor like MDL is investing in new technology to support its own business as well as those of its many publisher partners is a significant step forward for everyone. Because the advance system is built for the digital age, it offers a powerful set of tools to manage, package, sell and distribute content in exciting and innovative new ways that until now have been too challenging to administer. We look forward to working closely with MDL on the installation of the system, and then building on that foundation as the company expands its business and services further still in the future."*

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**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

MDL is always keen to invest in new systems and approaches to ensure the highest quality of service. Its bespoke sales data warehouse, MIDAS, was shortlisted for the "Innovation in the Supply Chain" award. MIDAS allows publishers immediate and independent access to their sales, creditors and stock information and the ability to analyse the data in a huge variety of ways. MDL was one of the first to be accredited under the e4 books scheme and the "supply chain excellence" programme.

Investment in warehouse technology includes a sophisticated PEEM conveyor and warehouse management system and over the last six years MDL has invested £12m in building new state-of-the-art storage facilities. MDL recently won the Logistics & Supply Chain Best Practice at the CILT Wales National Transport Awards for Project Apple; which improved service to Export customer using e-invoices, improved warehouse efficiencies and consolidation to freight forwarders.

Macmillan Distribution (MDL) is a division of Macmillan Publishers Limited.

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