

Book Publishing Software for Startups

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For Low Capitalization Startups

Accounting Software

The IRS requires every business to track expenses and revenue. A good business person prepares and reviews financial statements; a profit & loss statement, balance sheet, and a statement of cash flows, on a monthly basis to monitor their operations. Accounting software facilitates this.

QuickBooks is the industry leading accounting software for small companies. QuickBooks has a 70%+ market share among small businesses, and achieved a 91.6% retail revenue market share during 2006. The software is easy to use, quite powerful and available in several versions. We recommend the Premier version for companies that have over 20 titles in print and release 5 or more new titles per year.

Other accounting software options include; Peachtree, the #2 accounting package used by small companies with a 6% retail revenue market share in 2006, Microsoft Small Business Accounting and MYOB Plus Accounting Software.

QuickBooks Pro (SRP \$200)

- Accounting Functionality
- Tracks Inventory
- www.quickbooks.com

QuickBooks Premier (SRP \$450)

- Accounting Functionality
- Tracks inventory & costs by production job (Book)

- www.quickbooks.com

Peachtree Complete Accounting (SRP \$270)

- Accounting Functionality
- Tracks inventory & costs by production job
- www.peachtree.com

Microsoft Small Business Accounting (SRP \$199)

- <http://office.microsoft.com/en-us/accounting>

MYOB Accounting Software (SRP \$99 to \$299)

- Versions available for Macs and PCs
- www.myob-us.com

Book Publishing Software

Once you reach have 10 titles in print you should look at look at book publishing software. Book publishing software handles; invoicing, calculation of royalties, inventory management, publisher specific sales reports, consignment sales, backorder processing, sales rep commissions, title information management and more.

We consider Anybook and Publishers Assistant to be the two best solutions; that cost under \$1000, for startup book publishers. Each has a client base of 150+ publishers and updates their software frequently. They can easily handle most book publishers with sales of \$0 to \$1M.

They don't offer the power and functionality of more expensive solutions, but a startup doesn't need this power. A startup needs to conserve their cash to finance the production and marketing of new titles.

Anybook (SRP \$89 to \$539)

- Free Trial Available

<http://www.ronwatters.com/RonSoft5.htm>

Publishers Assistant (SRP \$495 to \$2245)

- Free Trial Available

<http://www.pubassist.com/>

CRM Software

Customer relationship management (CRM) software allows you to proactively manage your contacts with authors, customers and vendors.

There leading solutions for startup businesses include;

- a. Microsoft Office Business Contact Manager
- b. Microsoft Small Business Office Live
- c. ACT!

Document Storage

At Kensai International we recommend that all businesses store electronic copies of all documents; vendor invoices, royalty contracts and bank statements, as Adobe PDF files. The cost of a scanner and included PDF software starts at about \$80; with a Canon LiDE 90 scanner.

Data Backup

Regardless of the computer software that you use it is essential that you backup your computer on a regular basis. If your hard drive fails or your data is corrupted it could be the end of your business if you are unable to restore the data to a new hard drive. At Kensai International we advise our clients to make data backup a KRA (Key Results Area) for the job description of their chief financial or operations person.

Data Backup Options include; USB External Hard Drives, Remote Online Backup (such as www.mozy.com) and backups of important files to CDs and DVDs.

If you choose to backup to an external hard drive we commend Norton's Save & Restore 2.0 software. This software makes an image of your entire hard drive and restores everything, including the application files.

For Higher Capitalization Startups

Book Publishing Software

Software in this section should be evaluated by publishers that have sufficient capitalization, and plan to release 20 to 200 titles per year. Acumen is a window based program, and Cats Pajamas is moving to a windows interface.

What's the difference between the two? Ease of use and power. Cats Pajamas is easier to use and works alongside your existing accounting system. Acumen is more powerful, updated more frequently and includes an integrated accounting system.

Acumen (SRP \$20,000 +)

- ERP software for book publishers with integrated accounting and title information management
- Known for its power and functionality
- Optional modules for rights marketing, subscriptions, warehouse management, ecommerce, email management, remote fulfillment, point of sale, and many more
- Optional turnkey ecommerce solution that includes site design, hosting and data synchronization with Acumen
- For companies with sales of \$1M to \$15M
- 180+ clients

<http://www.acumenbook.com>

Cats Pajamas (SRP \$10,000+)

- Sales, inventory, royalties and marketing
- Known for its ease of use and low cost ongoing support
- For companies with sales of \$500K to \$5M
- 160+ clients

<http://www.cpj.com>

Page Layout Software

For those new to publishing here are the industry standard practices regarding page layout software.

1. Microsoft Word is the industry standard for manuscript submission.
2. Most publishers send their manuscript out to freelancers or editorial service providers for editing, proof reading, indexing and page layout.
3. American publishers that layout their pages internally favor Adobe InDesign while European publishers favor Quark. Each of these programs can be customized for the easy layout of books with commercially available extensions (for Quark) and plugins (for InDesign).
4. Most printers prefer to receive files in Adobe PDF format, with imbedded fonts.