

Publishing Management



Publishing Manager Overview

FEATURES

Trilogy Enterprise Systems provides a range of software and services to meet the complex demands of the publishing and related book industries with the aim of allowing you to

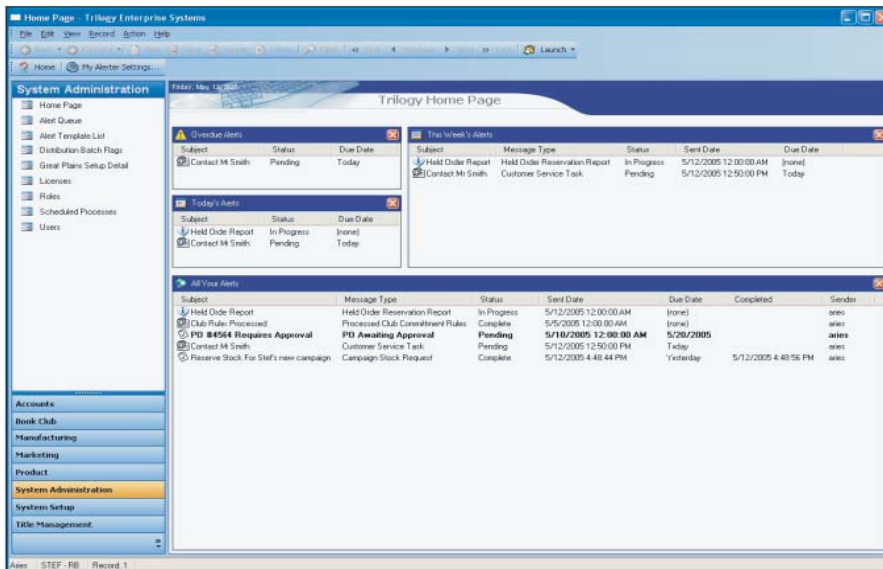
- make more profit by reducing inefficiencies,
- produce a significant increase in sales by improved marketing,
- provide a personalized service to ensure customer retention.

The Trilogy Publishing Manager system is the result of many years work and the application of significant experience gained by individuals from within Trilogy and through listening to our users.

The product has been developed through forging close working partnerships with a number of publishers and multi-channel companies to ensure the suitability of the product for a wide range of businesses.

Trilogy's partnership with Microsoft ensures the product is up to date with the latest industry software standards.

- Title Management
- Rights & Royalties
- Content Management
- Production
- Marketing
- Campaign Management
- List Management
- Customer Relations Management
- Sales Management
- Sales Ledger
- Product Management
- Stock Control
- Distribution
- Multi-Channel Operations
- Business Intelligence





DESIGNED FOR



MICROSOFT® SQL SERVER™

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Title Management	Title Management consists of the main publishing functions, author contracts, rights and royalties, production, editorial, picture library and core repository.
Campaign Management	The Campaign Manager allows the administration of time limited promotions, promotional stock, special pricing structure and freight. The running costs of the campaign are logged to produce a profit analysis and a sales forecast.
List Management	Contact details for mail shots and e-mailings can be easily extracted by a large variety of different criteria ensuring a cost effective catalogue with a higher probability of response. The system will also manage rented lists including the transfer of responders from the rented to the home list.
Customer Relations Management	The CRM system is fully integrated into Sales Order Processing. The full buying history, source code, wish lists, mailers, replacements, payments, customer notes and reminders can be viewed while taking an order.
Sales Management	The design mantra Trilogy employed for order processing is, "Take orders fast and accurately, upselling whenever possible". The module has honed the reduction in processing time to a minimum while still providing flexibility.
Sales Ledger	The system comes with a full sales ledger fully integrated to Sales Order Processing and the Customer Relations Management module.
Products	The Stock modules store all details about the stock including sales statistics, kit building, associated stock for alternatives and cost price from many suppliers. Descriptions and images are stored and used in telesales, flyers, catalogues and the web allowing easy maintenance of all these tasks from one source.
Stock Control	Stock control is provided to recommend purchasing quantities, track warehouse and locations and provide sales statistics. The system includes a stock ordering system.
Distribution	A wide range of business models can be employed for distribution including back ordering, held orders and direct shipment from suppliers. Automation using bar codes can be employed.
Multi-channel Operation	The system integrates both to the Trilogy retail EPoS system as well as to e-commerce web sites ensuring a fully automated means of distribution for these alternative channels.
Business intelligence	The ability to do ad hoc investigation of your sales and stock data without the need of an IT professional is extremely powerful and could allow you to discover marketing facts that could have a dramatic effect on your sales.
Integration	Fully integrated with the following Trilogy Publishing Manager modules: Production, Marketing, Editorial, Customers, Subscriptions, Inventory, Fulfillment, Financials and Reporting. Also integrated with Microsoft's Great Plains Financials.

For more information about Trilogy, go to:
www.trilogyusa.net or call 908 232-1275