



Goodheart-Willcox raises standards with IBS publishing software

When changes to the ISBN numbering system were introduced at the start of 2007, publishers needed to have systems in place to fully exploit the benefits the new system would bring. For the Goodheart-Willcox Company, the implementation of IBS Bookmaster meant the transition was handled smoothly and efficiently.

Goodheart-Willcox adopted IBS Bookmaster, a publishing industry-specific ERP system, to address the unique challenges that publishers face. "G-W saw IBS Bookmaster as a solution that would position our company to grow in the future," says Shannon DeProfio, vice-president of publishing.

First up was that ISBN challenge. At the start of 2007, the International Standard Book Numbers used by commercial publishers to identify their books went to 13 digits from 10. G-W went live with the IBS Bookmaster ERP software a month earlier in what company officials are still praising as an extremely smooth transition.

IBS Bookmaster eases transition

Without an investment in IBS Bookmaster, the company could have just modified its former software to move to ISBN-13, according to DeProfio. But that solution would have been limited. "While this was a viable solution, the benefits of moving to a vertically integrated publishing software far outweighed the results we would have gotten from modifying the current solution."

The IBS software allowed G-W to "speak" in both ISBN number systems, DeProfio says. "The transition to ISBN-13 with IBS Bookmaster went very smoothly. More importantly, it gave G-W the ability to communicate with

our customers in both ISBN-10 and ISBN-13 as the industry underwent the transition."

For some customers, that transition took months. The IBS Bookmaster software meant no one at G-W was bogged down in manual processes to serve them. It also means G-W can quickly adapt to future industry-wide changes if another ISBN-13 type of change happens, DeProfio says.

Tangible benefits

The IBS software, of course, has more far-reaching applications at G-W going forward. Its flexibility was a big selling point for the publisher, DeProfio says. Some of those benefits have already been realized, including increased efficiency of returns, leading to increased customer satisfaction because credits are processed so quickly. Other benefits are coming in the near future.

"The software gives us better analytical tools to drive our business," DeProfio says. "The royalty module allows us the flexibility to package and sell our content in new ways as we continue to address market-driven changes. The book production module, which we are currently implementing (early in 2008), will help us estimate, budget, forecast and make better strategic decisions by product line."

COMPANY PROFILE

Name: The Goodheart-Willcox Company, Inc.

Region: USA

Operation: Publisher for occupational and career education

Products: Specializing in instructional materials for Technical, Trades and Technology, Family & Consumer Sciences, and Business, Marketing and Career education

Employees: 89

Revenue: USD 26 million

Website: www.g-w.com



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On day one of our go-live, Goodheart-Willcox shipped 108 packages. On day two, we shipped 435.

Shannon DeProfio, Vice President of Publishing, Goodheart-Willcox

G-W officials remain impressed with how smooth the transition has been in the first year, right from the first day. "On day one of our go-live," says DeProfio, "G-W shipped 108 packages. On day two, we shipped 435."

A compatible team

The IBS team meshed well with the G-W staff, the vice-president says. "We were pleased with the quality of the team that worked on our implementation. I do think it makes a difference when they walk in the door already understanding publishing and returns and ISBNs. We did not have to spend a lot of time explaining our industry. Of course, we have our own unique challenges, but they were able to hit the ground running, more so than perhaps other companies would have been able to."

The implementation was a team effort at Goodheart-Willcox, which is 30 percent employee-owned. "IBS worked directly with a number of employees throughout the company during the implementation," DeProfio says. "The IBS consultants fit in well with the culture of our organization."

"The other impressive thing was that the implementation process was so smooth. They set targets for us and helped us to meet certain dates. We were very pleased.

"You hear horror stories of what people go through in switching over to new software solutions. But our transition went relatively smoothly."

ISSUES

- ISBN numbering – industry changes
- Growing company
- Need to vertically integrate publishing
- Old system had limited capability
- Wanted publishing specific solution
- Need to make better strategic decisions.

SOLUTION

Fully integrated publishing ERP system with modules for:

- Order processing
- DRP/ forecasting
- Inventory and warehouse management
- EDI
- Returns management
- Purchasing
- Financials
- Book production
- Royalty control.

CAPABILITIES

- Extremely smooth transition
- Able to communicate in both ISBN numbering systems
- Quicker to adapt to industry-wide changes
- Enhanced supply chain visibility
- Fast shipping from day one
- Decision-making support
- Good quality IBS consultants.

VALUE

- Free of manual processes
- Increased efficiency of returns
- Increased customer satisfaction
- Faster processing of credits
- Better analytical tools
- New ways of selling content
- Better strategic decisions by product line.



IBS is a world leading provider of supply chain management solutions for distribution, demand-driven manufacturing, financials and business intelligence. IBS delivers measurable value through software solutions, services, hardware, outsourcing and financing. IBS offers industry solutions for paper, packaging and office supplies with Carta Mundi, JC Paper, Macfarlane, Map Merchant Group, Munksjö and Timmermans among its 5,000 customers in 40 countries.



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