

# e-BOOKS



A company solution called **e-BOOKS** is based on long-term experience from publishing and editorial environment on the Czech and Slovak markets. The solution fully corresponds to the Czech and Slovak legislature.

Main contributions of a company solution called **e-BOOKS** are

- International company solutions
- Integration of all company processes
- It grows with size of a company
- It is a solution based on long-term experience
- It is based on the newest Microsoft Dynamics NAV version
- Short implementation
- Simple usage and system control

## Special solution called e-BOOKS is based on the newest Microsoft Dynamics NAV version

Microsoft Dynamics NAV completely replaces current company applications by a fully integrated solution that enables to connect anybody in your company to your customers, suppliers and partners via the Internet whenever and wherever. This is the reason why Microsoft Dynamics NAV is used everyday by more than 40.000 companies in more than 30 countries in the world. **e-BOOKS** is a special solution directly integrated with all its modules into the information system called Microsoft Dynamics NAV.

## e-BOOKS – a complex and integrated solution

Special solution called **e-BOOKS** is created and optimized for books and magazines editors and dealers. The solution brings a simplification of routine work in all spheres of users' daily activities. The aim of the solution is to optimize a contribution for top management by the means of analytical tools. It is possible to make strategic decisions on the base of these analytical tools.

## Structure of the solution called e-BOOKS

Structure of the solution consists of four fully integrated basic layers:

- Business Intelligence
- e-BOOKS modules
- Standard Microsoft Dynamics NAV modules
- Technology base

## Business Intelligence

- Tool called Business Analytics
- OLAP technology

## Technology base of the company solution

- It makes use of the most modern technology of MS SQL Server (MS SQL 2005)
- Direct integration with MS Office
- Direct integration with MS Exchange
- Open communication interface – XML, ODBC
- Access to the Internet
- Pleasant and fully integrated environment
- It makes use of 32 bit or 64 bit technology

### Microsoft Dynamics NAV

A company solution called **Microsoft Dynamics NAV** is developed especially for middle-sized companies that find one integrated solution with which they can increase their competitive strength on nowadays dynamically developing markets. It is a fully integrated system that brings support in the following activities:

- Finance monitoring
- Long-term property
- Sale and marketing
- Purchase and Supplier Chain Monitoring (SCM)
- Company relations manager (CRM)
- Stock control
- Production and planning
- Manpower
- Projects management
- E-Business

### e-BOOKS modules

- Publishing and Editorship
- Books and magazines distribution
- Prepayment
- Advertising
- Editorial system
- Mobile terminals
- MO cash desk
- e-Shop

### Publishing and Editorship

It is a module that serves mainly to record particular titles and publications. It offers the users wide analytic possibilities and it is fully integrated with other Microsoft Dynamics NAV modules.

Following functionalities belong to main advantages of this module:

- definition and contracting new and repeated projects – magazines presentation, book publishing
- possibility to enter budgets to particular books and magazines
- monitoring of a workflow budget – presentation of tasks to particular phases of the budget by means of automatic e-mail communication
- automatic term control in the budget and possible notice about excess of the term
- invoicing directly to an existing project and subsequent comparison of the budget and reality

### Books card

Each book title has its own and the only stock order card and this stock order card is valid for whole company. In the book card it is possible to distinguish both bought goods from different suppliers and goods bought to commission.

### Project card

Each title or number of a magazine is filed in a database as an independent project to which related costs and fees are charged.

## Prices

There is a possibility to create individual price policy for each title. It is also possible to react to a market singularity where necessary in different regions. The system offers a distinction of main price and price according to each shop.

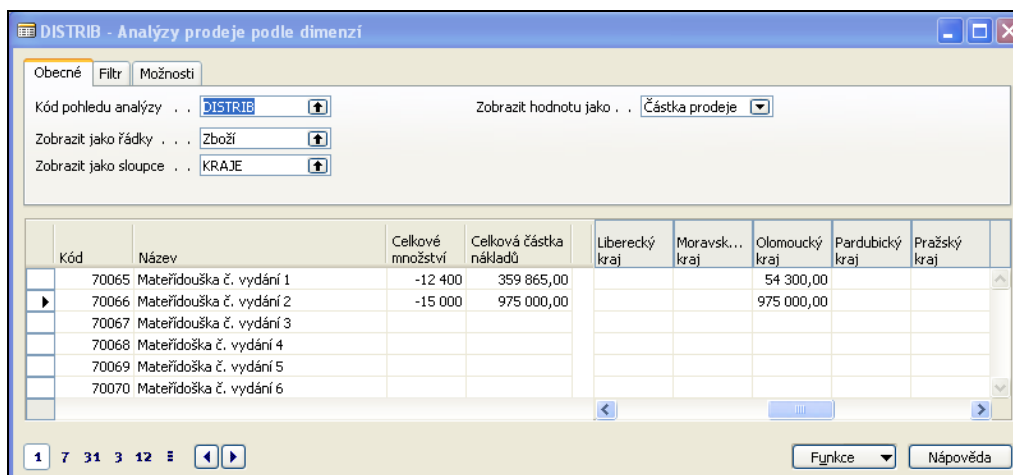
## Book overviews

This solution is prepared for companies with a lot of territorially distant subsidiaries where it is necessary to know actual overviews about all inventories and their distribution, sales in time and on-line.

## Books and magazines distribution

A module called distribution is a part of a special solution called **e-BOOKS**. It is fully integrated into the **Microsoft Dynamics NAV** navigation. It is possible to do following operations within the frame of the module:

- definition of a distributor's card and all related information
- creation of contract documents directly from an application
- creation of orders and invoicing to a distributor, a possibility to control orders in comparison with a contract
- preparation of data for magazines creation in a format of MS Excel export
- control of unsold copies and a possibility to create credit notes to these unsold copies
- analytical tools for an overview and scoring of sales



Kód	Název	Celkové množství	Celková částka nákladů	Liberecký kraj	Moravsk... kraj	Olomoucký kraj	Pardubický kraj	Pražský kraj
70065	Mateřídouška č. vydání 1	-12 400	359 865,00			54 300,00		
70066	Mateřídouška č. vydání 2	-15 000	975 000,00			975 000,00		
70067	Mateřídouška č. vydání 3							
70068	Mateřídouška č. vydání 4							
70069	Mateřídouška č. vydání 5							
70070	Mateřídouška č. vydání 6							

## Distributor's card

Each distributor in a company has its own card. All information is recorded in this card. Transactions that are made by a distributor are later on charged with a distributor's code. The system offers information about transactions that a distributor did during a given period. It is possible to file all contract documents that come into existence to a distributor's card.

## Location card

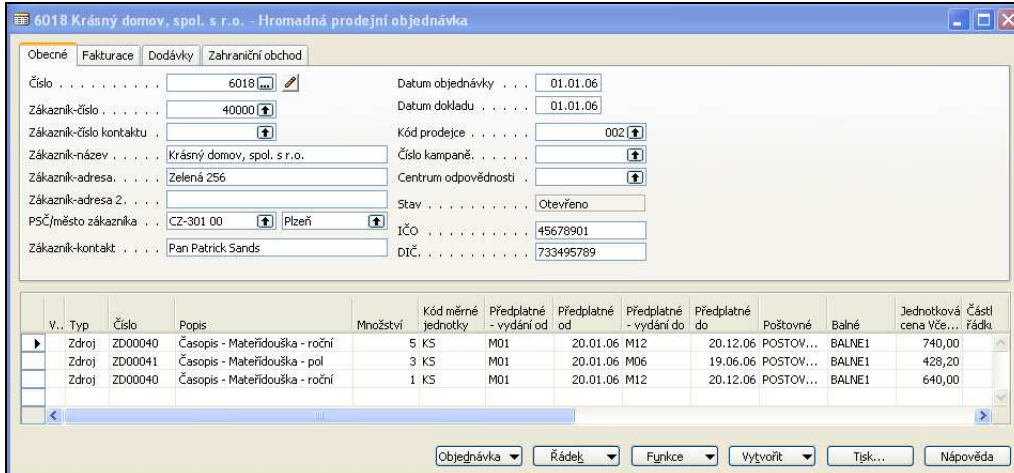
Particular locations are used in the system as distribution places for published magazines and books. It is possible to control all this information in a location card:

- Distributor – company (person), that is charged with a given place
- Code in the way – order of a distribution place when delivering new publication
- Distribution place opening time – from – to
- Type of place – type of a distribution place
- Bar code – cooperation with terminal (EAN8, EAN13, CODE128, and so on)
- Average withdrawal – check calculation according to given criteria within particular amount of numbers

## Prepayment

A module called Prepayment enables detailed records of prepayment from initial business and marketing activities to final invoicing and evaluation. Main advantage of the module is:

- Simple and well-arranged records of all potential and existing customers
- Records of all history of business cases and particular orders to prepayment
- Records and issue of advance invoices to customers
- Automatic notification when end of prepayment is coming
- A possibility to assign other additional costs to the price of prepayment
- Sharing of requirements for prepayments by the means of web pages and mobile phones
- Batch invoicing for all customers or only for chosen groups of customers
- Solution of customers` complaints
- Analytical and evaluating tools are parts of the module



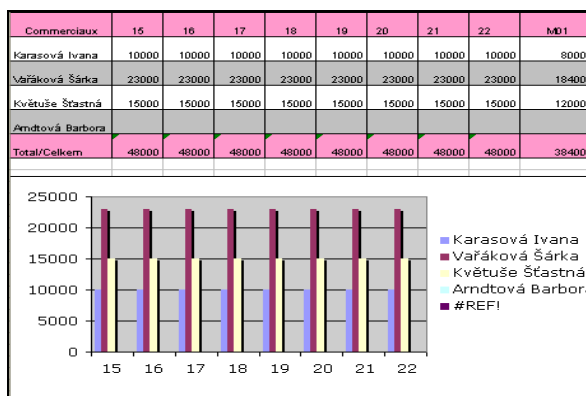
V...	Typ	Číslo	Popis	Množství	Kód měrné jednotky	Předplatné - vydání od	Předplatné - vydání do	Předplatné - vydání do	Předplatné - vydání do	Poštovné	Balné	Jednotková cena Vše...	Částl řádka
	Zdroj	ZD00040	Časopis - Mateřídouška - roční	5 KS	M01	20.01.06	M12	20.12.06	POSTOV...	BALNE1		740,00	
	Zdroj	ZD00041	Časopis - Mateřídouška - pol	3 KS	M01	20.01.06	M06	19.06.06	POSTOV...	BALNE1		428,20	
	Zdroj	ZD00040	Časopis - Mateřídouška - roční	1 KS	M01	20.01.06	M12	20.12.06	POSTOV...	BALNE1		640,00	

## Advertising in magazines

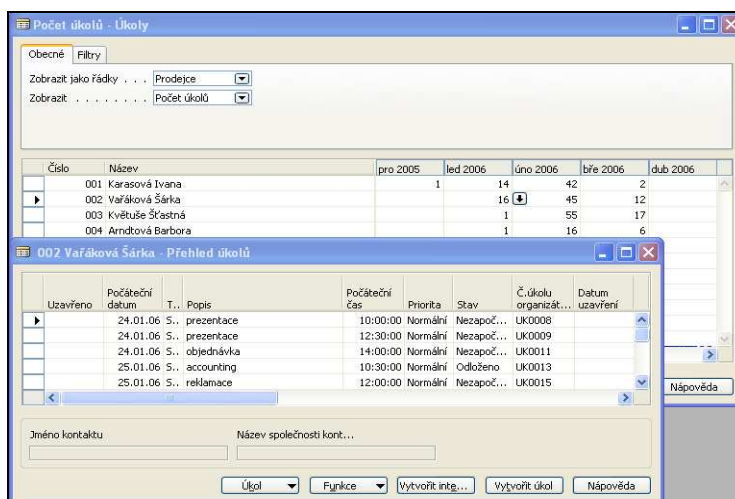
A module called advertising helps with activities that are connected to a business process in terms of offered advertising services. The basis of the module consists of a control of a whole business case from initial order, through a control of particular pages occupancy and subsequent invoicing to particular evaluating tools.

These activities are:

- Records of all contacts and their related business activities history
- A possibility to create business offers and subsequent creation of orders from them
- A possibility of direct invoices issue to a customer
- Automatic generating of reminders to customers when they do not pay issued invoices, a possibility of automatic notice of dealers via e-mail
- Storage of complete history about customers – overview of all orders, invoices, payments
- Control of business activities made by particular sales representatives (history of business activities including a control of sales orders, invoicing and subsequent remittance)



- A possibility to define and control tasks given to particular sales representatives



### Contact and customer's card

A business case originates by a contact card foundation that means a card of potential customer and subsequent creation of a customer's card. Whole history related to all customer's business cases is recorded in the contact or customer's cards.

### Dealer's card

Dealer's card serves to record basic data about sales representatives in a company. It is possible to control all business activities in a dealer's card. It is also possible to create concrete tasks from it and evaluate them subsequently. Dealer's card also enables to synchronize contacts with MS Outlook application.

### Numbers of publications

It is possible to create new card "Numbers of publication" for each number. In this card information about the number, date of deadline and date of issue is controlled. It is possible to export this overview to MS Excel application.

### Rubric card

It serves to record rubrics in a given magazine publication. Each rubric has its own card in which all necessary information is recorded. One superior rubric or some secondary rubrics can exist to each rubric.

### Placement

The system enables to define placement of advertisements in a given number of a publication. It means that it enables to determine number of a page of an advertisement placement. On the basis of the placement a control of occupancy of pages in a published number can be realized.

### Occupancy

In case of entering advertisements into sales orders a control of occupancy of pages is realized automatically according to size and number of advertisements to one page of a publication. The system notices a user in case of exceeding place given to one page of a magazine.

### Booking

A well-arranged export to MS Excel that displays booking of advertisement for particular pages of a publication.

### Deadline

It is a well-arranged export to MS Excel that displays an overview of customers, their advertisements and number of full pages.

### E-mail communication

Functionality called E-mail communication is used to automatic generating according to adjusted criteria. Automatic generating of e-mails is used for:

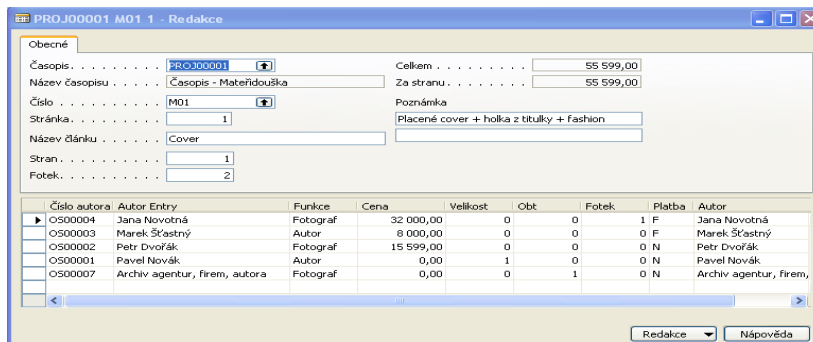
- Notice about deadline – automatic generating of e-mails to all customers that ordered an advertisement in a given number
- Confirmation of an appointment – setting the text and subsequent generating of e-mail with a confirmation of an appointment

### Editorial system

The module serves to keep all information that have to be recorded in terms of the project of a new magazine or book publication.

There are especially these items:

- Analysis of particular pages
- Numbers of pages to a given author or photographer
- Given page costs or pages range
- Distinction whether it is work that can be invoiced or internal work
- A possibility of definition of difficulty with relation to reporting



PROJ00001 M01 1 - Redakce

Obecně

Časopis: . . . . . PRO00001

Název časopisu: . . . . . Časopis - Mateřídouška

Číslo: . . . . . M01

Stránka: . . . . . 1

Název článku: . . . . . Cover

Stran: . . . . . 1

Fotek: . . . . . 2

Celkem: . . . . . 55 599,00

Za stranu: . . . . . 55 599,00

Poznámka: . . . . . Placené cover + holka z titulky + fashion

Číslo autora	Autor	Entry	Funkce	Cena	Velikost	Obt	Fotek	Platba	Autor
OS00004	Jana Novotná		Fotograf	32 000,00	0	0	1	F	Jana Novotná
OS00003	Marek Škastný		Autor	0 000,00	0	0	0	F	Marek Škastný
OS00002	Petr Dvořák		Fotograf	15 599,00	0	0	0	N	Petr Dvořák
OS00001	Pavel Novák		Autor	0,00	1	0	0	N	Pavel Novák
OS00007	Archiv agentur, firem, autora		Fotograf	0,00	0	1	0	N	Archiv agentur, firem,

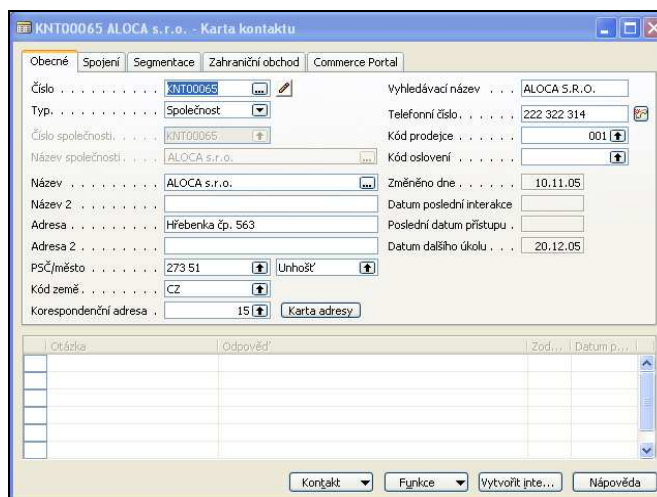
Redakce    Nápvěda

## Relations with customers

It is a module for simple and fast control of communication and relations with customers and suppliers. It enables to monitor whole history of communication with customers and helps to increase service level.

### Contact card

Whole communication of a business department is based on the Contact card where all interactions related to a business case are recorded. It is possible to create particular customers eventually suppliers from the contact card. In this contact card it is also possible to monitor all contact data e.g. a primary contact, a contact to production or directly to responsible people in a given company.



The screenshot shows a contact card for 'ALOCA s.r.o.' with the following details:

- Číslo: KNT00065
- Typ: Společnost
- Číslo společnosti: KNT00065
- Název společnosti: ALOCA s.r.o.
- Název: ALOCA s.r.o.
- Název 2: (empty)
- Adresa: Hřebeňka čp. 563
- Adresa 2: (empty)
- PSČ/město: 273 51 | Úhošť
- Kód země: CZ
- Korepondenční adresa: 15
- Vyhledávací název: ALOCA S.R.O.
- Telefonní číslo: 222 322 314
- Kód prodejce: 001
- Kód oslovení: (empty)
- Změněno dne: 10.11.05
- Datum poslední interakce: (empty)
- Poslední datum přístupu: (empty)
- Datum dalšího úkolu: 20.12.05

### Week plan

Week plan serves to plan work to particular sales representatives for a given period of time. The module concerns planned activities such as phone calls, meetings and presentations.

### Interaction

Interaction serves to record all activities and communications with particular contacts / customers in the company.

### Contract documents creation

It is possible to create and subsequently keep contract documentation with customers directly from the contact card. (e.g. contract of media partnership, contract of purchase)

### Campaigns

This module enables to create infinite amount of campaigns. To each campaign it is possible to create a budget with the possibility of subsequent evaluation with real campaign progress.

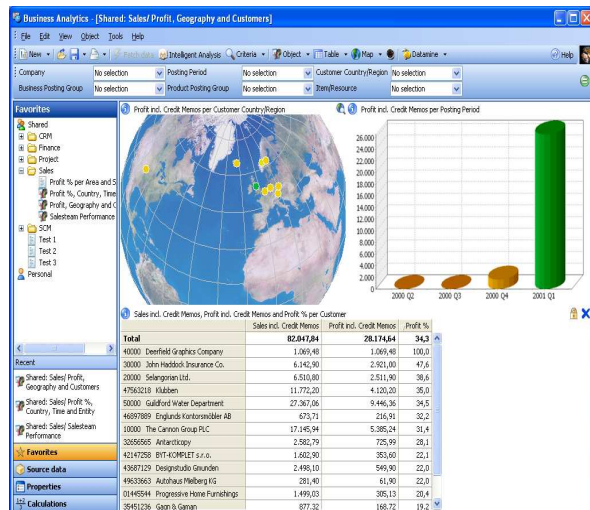
## Business Intelligence

Business Analytics belongs to main analytical tools of Microsoft Dynamics NAV. You will always have correct information for your decision by the help of Business Analytics. It is an analytical tool supporting services of OLAP (Online Analytical Processing) and it serves to analyze key productivity indexes (KPI). It also serves to a visual representation of trends and interactive analyses. Basic tool characters of Business Analytics are:

- More dimensional accesses

- Support of OLAP
- Fully graphic and interactive control
- Pleasant environment for users
- Interactive on-line analyses

Kód	Název	Celková částka	2004	2005	2006
600005	Tržby				
600500	Tržby z prodeje				
601000	Tržby za vlastní výrobky				
601010	Vlastní výrobky	160,00		160,00	
601100	Vlastní výrobky-EU				
601190	Vlastní výrobky-export				
601195	Slevy				
601199	Vlastní výrobky celkem	160,00		160,00	
602002	Tržby za služby				
602005	Služby spojené s prodejem				
602110	Služby-buženská	-10 793 995,39		-999 605,00	
602120	Služby-EU	-25 000,00		-25 000,00	
602130	Služby-export				
602190	Prodejní slevy				
602195	Služby spoja prod.celkem	-10 818 995,39		-624 655,00	
602200	Služby	-21 947,80		-21 947,80	
602210	Předplacené servisní smlouvy				
602220	Předplacené smlouvy (HW)	-12 500,00		-2 500,00	
602230	Předplacené smlouvy (SW)				
602240	Celkem předpl.serv.smlouvy	-12 500,00		-2 500,00	
602310	Prodej servisních smluv				
602320	Servisní smlouva - prodej	-32 779,00		-32 779,00	
602390	Celkový prodej servis. smluv	-32 779,00		-32 779,00	
602900	Proz. služby	-195 901,48		-195 901,48	
602995	Tržby za služby celkem	-11 080 023,67		-837 758,49	
604005	Tržby za zboží				



## Terminals

Module called **Terminals** is used to monitor movement of issued magazines in particular distribution places (locations). Laser terminals are used to monitor these movements:

- Prime delivery
- Added pieces
- Removed pieces
- Unsold copies

It is possible to upload a travel plan to the application that will be used by a distributor while delivering new publications. All data from laser terminals can be imported daily to Microsoft Dynamics NAV company solution. It is also possible to monitor distributors` movement in time by the help of laser terminals.

## Retail sale

Module called Retail sale enables complete operating of a net of retail shops directly connected to a central office of a company and other shops in the net.

## Consignment sale

Each shop can have its own consignment and sales stock. It is possible to do following operations in the module called Consignment sale:

- Proposals to sale statement and sale statement itself
- Proposals to sale return and sale return itself
- Export of states of consignment goods and overview of sales for particular suppliers

## E-Shop

The Internet shop is directly integrated to Microsoft Dynamics NAV database. Operating efficiency is increased and time from placing an order to the system to its complete fulfillment and invoicing is shortened by integration of e-shop with Microsoft Dynamics NAV database.