

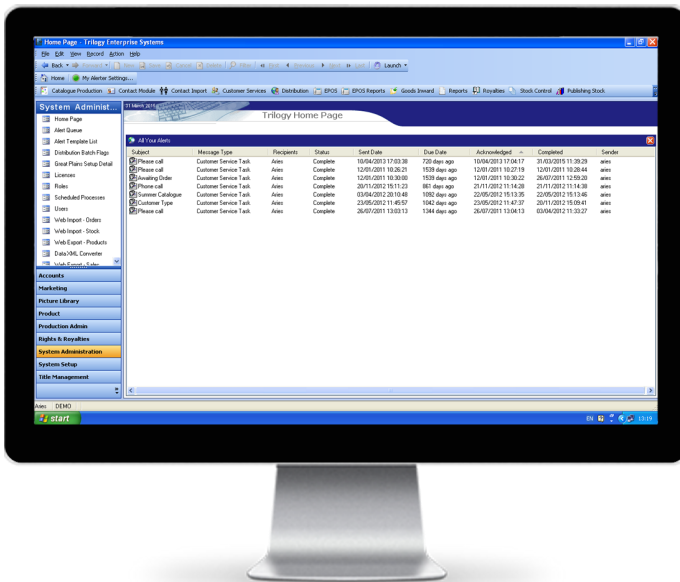


PUBLISHING MANAGER OVERVIEW

Trilogy provides a range of software and services to meet the complex demands of the publishing and related book industries with the potential to increase levels of profit, sales and customer service.

- Do you have disparate systems for departments within your publishing organisation?
- Is legacy software hampering your customer or supplier relations affecting sales figures?
- Could you benefit from a single coherent solution that integrates your current business processes and improves internal, supplier and customer communications?

The Trilogy publishing Manager ERP solution has been developed over many years and is the result of close partnerships with a number of publishing companies. It is comprised of a suite of targeted modules that can be used as stand alone software packages or in conjunction with others to form an end-to-end ERP solution designed to meet the complex demands of the modern publishing market.



Trilogy software is available as an in-house or Hosted / SAAS solution. It is easy to administer and can be up and running in a short time frame.

BENEFITS

✓ IMPROVED CUSTOMER RELATIONS

A complete CRM system to improve your customer communication, sales forecasting and stock/inventory profile.

✓ SINGLE COHERENT SYSTEM

A seamless perspective of your entire organisation allowing for strategic decisions to be made based on facts taken from a single coherent system.

✓ IMPROVED DATA QUALITY

Add value to your customer database by ensuring information is up to date, easy to interrogate and simple to extract.

✓ FUTURE GROWTH

Fully scalable, module based infrastructure allowing your system to grow in line with your business needs.

✓ FINANCIAL INTEGRATION

Integrates with Microsoft Dynamics (Great Plains) and other leading financials.

SOFTWARE MODULES

- Campaign Management
- Customer & Contact Management
- Financial Management
- Fulfilment Management
- Marketing Management
- Reporting & Business Intelligence
- Retail, Electronic Point of Sale
- Sales Management
- Stock/Inventory Management
- Subscription & Continuity Sales
- Web & Electronic Commerce

DELIVERING SPECIALIST SOFTWARE



PUBLISHING MANAGER OVERVIEW

DESIGNED FOR MICROSOFT SQL SERVER™

SOFTWARE MODULES

FEATURES LIST

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.
Customer & Contact Management	The Customer and Contact Management (CRM) system is fully integrated to Sales Order Processing. The full buying history, source code, wish lists, mailers, replacements, payments, customer notes and reminders can be viewed whilst taking an order.
Financial Management	The system comes with a full sales ledger fully integrated to Sales Order Processing and the Customer Relations Management module. The system is also integrated with Microsoft's Great Plains and other leading financials.
Fulfilment Management	A wide range of business models can be employed for fulfilment and distribution including back ordering, held orders and direct despatch from suppliers. Automation using bar codes can be employed.
Marketing Management	Product descriptions and images are stored and used in telesales, flyers, catalogues and the web allowing easy maintenance of all these tasks from one source. Marketing codes and user configurable information can be collected during order processing.
Reporting & Business Intelligence	A number of reports come standard with the system. The optional 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.
Retail, Electronic Point of Sale	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 complementary channels.
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 whilst still providing flexibility.
Stock/Inventory Management	The Stock modules store all details about the stock including sales statistics, kit building, associated stock for alternatives and cost price from many suppliers. Stock control is provided to recommend purchasing quantities, track warehouse and locations and provide sales statistics.
Subscription & Continuity Sales	Subscriptions and standing orders can be maintained within the one system for the same customers and managed as an integrated database.
Web & Electronic Commerce	Replication or bi-directional (products out and orders in) standard XML based interfaces are available for integration to existing web and e-commerce sites.

OVER 1000 PUBLISHERS MANAGED BY TRIOLOGY SOFTWARE WORLDWIDE