

Management Pocketbooks adopt Nielsen trade services

Management Pocketbooks publish management training resources, train the trainer materials, books on leadership, training and team building and guides to inter-personal skills and self-development. The company is based in Alresford, Hampshire and it has a website at www.pocketbook.co.uk. Management Pocketbooks uses the popular accounts package, Sage Line50, which is widely used by publishers.

The company has around 100 titles in print and does about 35% of its business with the book trade. Key customers include Amazon, Borders, Blackwells, Waterstone's and the major wholesalers.

Management Pocketbooks generates over 4000 invoices a year which have to be supplied to customers. The company was already using an e-commerce service called 1stexchange.net which enabled them to key in invoices and supply them to some key customers. However, most of their book trade orders were received from TeleOrdering via the WhitakerWeb online service. They had to print these orders off and re-key them into 1stexchange.net and into their Sage system.

When Nielsen BookNet brought these two services together into a new service called BookNet Web, Management Pocketbooks were able to receive their orders and output invoices without having to use two separate services. However, this solution did not deliver all the available benefits as the business still had to update its Sage Line50 accounts package with all the necessary transactions.

The solution was to use an integration product from Atlas Products International. This product is called E50 and is designed to work with Sage Line 50 to import orders and export order acknowledgements, delivery notes, invoices and credit notes.

Some publishers might have stopped after implementing BookNet Web as this enables them to receive and transmit all these messages but Management Pocketbooks saw that by using API's E50 they could make further savings and they calculate that this now saves them one whole staff day per week by linking electronically with Sage Line50.

The objective now is to roll out this facility with more booksellers so that the company can maximise the volumes handled in this more efficient way.

Adrian Hunt, managing director of Management Pocketbooks comments: 'API's e50 product is working really well and we are now fully integrated with Waterstone's and a number of our other customers too. It is saving us a lot of staff time, which we are able to put to good use elsewhere, we can respond more quickly to customer orders, the data is much more accurate and we have far fewer payment issues. The whole process is faster and far more efficient. In addition, we have linked it to our website

so now e50 even creates new accounts for us and web orders appear automatically. It's also good for the environment as it has significantly reduced the amount of paper we use.'