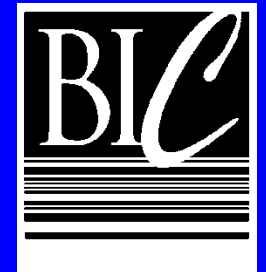


How BIC should respond to the changing environment

Peter Kilborn

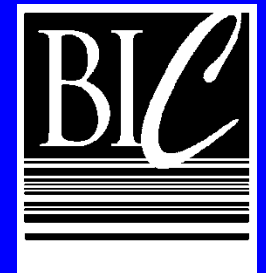
New Trends in the Supply Chain

7 June 2010



A new world?

- New products, new players
- New business models
- Possibility of disruptive change
- What this seminar has been for and why it's important



The challenge for BIC

- Balancing old and new: using old technologies to manage new processes
- Continue to support existing systems while being alert to new needs
- Promoting standards and good practice
- The quest for stability



How we can respond

- Standards may not be ours
- Trading partners may not like the way we work
- Promote the strengths of the book trade infrastructure
- Work together and promote consensus



Traditional workflows

- Standardising sales reporting
- A necessity, not a luxury
- ... and it's urgent



Identification of digital products

- Industry needs its trading identifier
- ISBNs will be used whether publishers like it or not
- Resellers who create ISBNs will cause confusion and duplication
- Publishers are responsible for metadata



Real-time transactions

- Batch processing is cumbersome and error-prone
- B2C experiences will be expected in B2B environment
- Web experience now required
- See what web services can do for you



Trading with supermarkets

- Complex relationships emerging
- Imposing a solution not feasible
- Clarification and information
- Code of practice



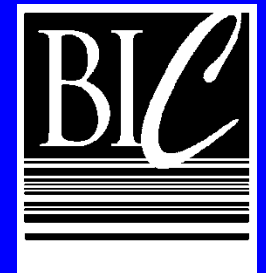
Managing discrete lots

- World getting more complex
- New issues arising
- It won't get any simpler
- Get ready now



New codes, new opportunities

- Tackling generic supply chain issues
- Using standards to address complexity
- BIC works with GS1
- But consumer-facing barcodes offer new opportunities too



Conclusion

- Support for BIC more important than ever
- Participation required
- Involve us your strategy plans
- Tell us what you want from us



Thank you for listening

+44 20 607 9021

peter@bic.org.uk

<http://www.bic.org.uk>

