

New trends in the supply chain

The impact of digital on traditional transaction workflows

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The Impact of Digital

Alternative
Channels

eBooks

Hybrid
products

On-line

Subscriptions

Micro
transaction

VLEs

Distributed
printing

New trends in the supply chain

BIC Seminar ?

Ian Jacobs:

“There are no books or journals...
in the digital world there is just
STUFF”

Ian Jacobs, late last century.

New trends in the supply chain

Stuff industry communications?

New trends in the supply chain

SIC Seminar ?

Probably not

Impact one:

We all need to cope with
all sorts of business models
(and thus all sorts of transactions)

Subscriptions

- Do we have the tools for simple subscription models? Renewal, deferred revenue etc.
- What about carnets or pick'n'mix
- What about hybrid products, can you link the supply of a print book to a subscription?

Local printing

- No problem
- Cut freight costs
- Minimise stock holding
- Maximise availability
- Exploit global POD

- But...

Global access

- Wider markets
- Wider management issues
 - Market restrictions
 - Taxation
 - Triangulation

New channels

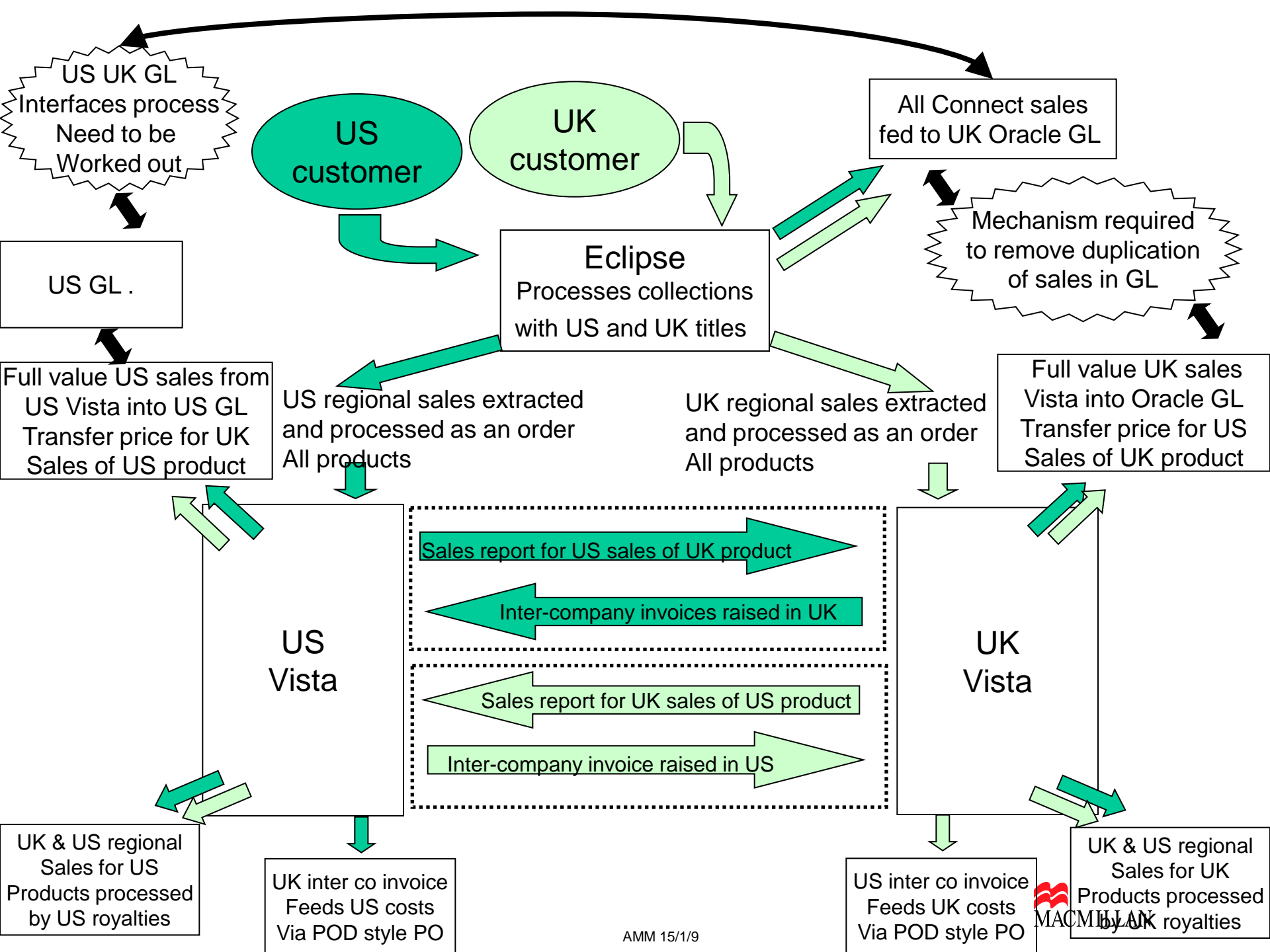
- Apple is topical
- Don't play by our cosy rules
- Need clear information
- On their own terms

Auditing

- Ebook platforms
- POD printing
- Who does the accounting?
- Routine or spot checks?

Impact two:

We need to deal with
everyone everywhere



Keep track of your customers

- On-line opportunities to communicate directly
- Hybrid products might mean transaction through different commercial systems.
- Print and on-line might be competing, can you see who has moved media rather than just stopped buying?

Impact three:

More complex customer relationships

Summary

- We all have to deal with all sort of business models
- We have to deal with everyone, everywhere
- In the midst of all this we need to keep track of our customers

Helpful thought

Go back to basics,
identify what your business is trying to achieve,
work out who your customer is
and get the whole business to think
about how it addresses these problems.

Think about what you can do.

Helpful thoughts

While there are some new things most business model are already normal in other parts of publishing.

Talk to the funny people at the other end of the corridor!

The end...

Except...

Do we have time for a funny story Mr Chairman?

The end