

# INFORMATION EVOLVES

## Publishing in the Digital Age



Leading publishing enterprises around the globe rely on Oracle's solutions to help them capitalize on new growth opportunities, maximize content value, accelerate innovation, and strengthen shareholder value.

"We chose Oracle as our new ERP system after a thorough review of the market. We found it best suited our needs and allows HarperCollins to offer a better experience for our customers. We see this as an opportunity that will help us respond more effectively to the challenges and opportunities in our rapidly changing industry."

**Glenn D'Agnes**  
Executive Vice President and  
Chief Operating Officer  
HarperCollins Publishers

"Thanks to Oracle's technology and consultancy, we have increased the efficiency in our production process enormously."

**Jan Visser**  
Director of Electronic Production  
Elsevier

As the traditional publishing industry evolves into the digital world, leading publishers are exploring new ways to monetize and deliver content. To gain a view of your business and content across the enterprise, you need a thorough understanding of project time lines; content availability; business rights and royalties; and the costs and revenues associated with distributing, selling, and marketing your publications.

Oracle can help you achieve efficiency, enterprise visibility, flexibility, and sustainable growth, with a powerful combination of open-standards technologies and leading business applications.

### **Develop Smart Growth**

The expansion of digitalization of both content and channels has produced an increased demand for customized content. Oracle lets you capitalize on new growth opportunities by enabling you to accurately predict and respond to customer needs and drastically improve customer experiences.

Oracle's market-leading demand planning and business intelligence applications let you better sense, analyze, shape, and respond to customer demands by accessing multiple data sources, such as detailed information on demographic statistics, marketing data, readership, sales, and costs and revenue projections. Oracle Customer Relationship Management (CRM) offers accurate, timely customer information that helps you discover customer interests; personalize interactions; offer desired products and services; and collaborate with authors, illustrators, photographers, distributors, and suppliers.

With Oracle, you'll have the information you need to make better decisions, improve customer satisfaction, and work efficiently with contributors while increasing revenue and profitability.

### **Accelerate Innovation**

To bring commercial success to all stakeholders, you must be able to identify your most successful contracts, authors, and

Fact: 6 of the top 15 largest publishing houses run Oracle Applications.

partners, and effectively manage the complexities of business rights and royalties. Oracle's solution for publishers includes an integrated suite of applications for managing content and intellectual property rights and delivering secured content applications, to ensure that you can efficiently and profitably manage content, royalties, primary rights, subsidiary rights, electronic rights, and permission sales.

In addition, Oracle Financials, when combined with business rights and royalties management, enables you to structure complex licensing contracts and track rights sales and royalty payments across the enterprise—with automated reconciliation to your financial system.

### Maximize Your Investments

Speed, agility, and flexibility are critical to succeeding in the rapidly changing publishing industry. However, mergers and acquisitions may have spread your business units across several locations, with each location running different software applications. Oracle's master data management technology enables you to rapidly integrate multiple systems, applications, and information. Using it, you can—from a single location—synchronize information on products, authors, and customers throughout your enterprise, giving everyone a consistent, global view of information.

In addition, Oracle's scalable, flexible, service-oriented architecture (SOA) platform lets you leverage existing technology

investments, easily integrate business processes, and lower infrastructure costs as you effectively manage more content.

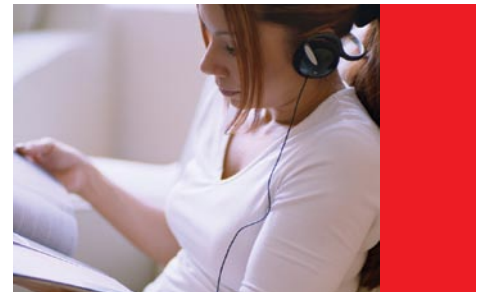
### Strengthen Shareholder Value

Today's regulatory environment requires a global view of financial information so you can adapt to dynamic and complex business conditions while complying with government mandates. Oracle's financial consolidation technology can merge financial data from disparate sources to create a single, holistic view of financial information across the enterprise.

With Oracle Financial Management, you can manage all your financial business processes, including payables, billing, payments, receivables, and general ledger. In addition, Oracle enables reliable and repeatable processes to document, test, monitor, and certify ongoing compliance with industry standards. With Oracle, you can confidently comply with financial reporting needs, adapt to changing business circumstances, and establish a solid basis for ongoing performance management.

### Gain Traction in Evolving Markets

With the increasing popularity of new direct-to-customer content distribution channels such as digital audio, online reference, podcasts, and pay-per-use, your business success will depend on your ability to creatively deliver packaged content across all media types and dynamically offer a variety of choices to consumers. Oracle



helps you manage business rights, content creation, and project collaboration across these multiple channels while distributing content in any format, to any device. With Oracle's billing and revenue management capabilities, you can quickly package digital offerings or create promotions to maximize revenue while providing consumers with a broad range of content choices and payment options. With Oracle, you gain an end-to-end view of your business across all revenue streams, providing the essential links between content, contributors, partners, distributors, consumers, and balance sheets.

### Join the Ranks of Leading Publishing Enterprises

By leveraging the power of Oracle, publishing industry leaders have achieved impressive results like these:

- Gruner+Jahr increased the workflow for producing press articles by 50 percent
- The McGraw-Hill Companies reduced the number of back orders outstanding for over 30 days, and increased the number of shipped orders
- Grupo Abril reduced procurement expenses by US\$1.5 million and shortened its budget cycle from four months to two months

### CONTACT US

To learn more, call **+1.800.ORACLE1** to speak to an Oracle representative or visit [oracle.com/industries/media-entertainment](http://oracle.com/industries/media-entertainment)

Outside North America, visit [oracle.com/corporate/contact](http://oracle.com/corporate/contact) to find the phone number for your local Oracle office.