

Infotech Consulting Group Publishing Solution

For Additional Information Contact : Jerry Hart (608) 783-1110 x117

Microsoft Dynamics-NAV business solution for the PUBLISHING INDUSTRY

Global competition. Increasing customer demands. Dynamic trading relationships. Complex regulations. When you empower your people with the right tools, you can transform the challenges of today's business environment into your company's competitive advantage.

Your people can drive success with Microsoft Dynamics NAV, an integrated adaptable business management solution that automates and streamlines business processes; delivers robust reporting and business intelligence; and connects employees, customers, and partners across the global marketplace. Flexible and easy to use, Microsoft Dynamics NAV also offers an intuitive user experience – helping people to fuel business productivity and enabling people to make confident decisions and respond quickly to new marketplace opportunities.

Microsoft Dynamics NAV can connect smoothly with your existing systems and adapt to the way your people and your company work. It can give you the flexibility to add functionality and extend your solution, which can grow with your company as it expands. And Microsoft Dynamics NAV looks like and works with the other Microsoft products and technologies your people already use; so from the start, you can realize the benefits of a familiar solution that requires minimal training and offers rapid return on investment.

Empower your people with tools that can give them the focus and agility they need to move your business forward.

Get the most out of your publishing business management solution. Microsoft Dynamics NAV offers capabilities to meet the following business needs.

➤ PUBLISHING MANAGEMENT

ROYALTIES AND CONTRACT MANAGEMENT

Maintain contract administration of various royalty agreements: assign quantity breaks with differing percentages; calculate royalties based on list or net sales price; split royalties among unlimited number of authors; maintain payment frequencies; assign specific general ledger postings to each contract line; track and apply author advances and adjustments to royalties earned.

ISBN SYSTEM VERIFICATION

System verification of ISBN value entered for titles.

TITLE MANAGEMENT

Maintain publishing information such as: ISBN, publication date, product format, number of pages, copyright year, author(s), contracts, and whether the title is pre-published.

PRODUCTION/PRODUCT MANAGEMENT

Calculate and budget projects: compare budget to actual cost for real cost analysis; accumulate pre-publishing costs to project, and move accumulated costs to finished inventory; realize complete administration of workflow including time scheduling, contract management, correspondence, and document management.

CONTACT RELATIONSHIP MANAGEMENT

Maintain contact management of current customers and prospects: maintain all correspondence (incoming and outgoing) within Dynamics-NAV; maintain relationships between company and person contacts; group contacts by market segments, mailing groups and industry groups; generate mass correspondence based upon predefined contact segmentation.

RFM - RECENCY, FREQUENCY AND MONETARY VALUE

Use RFM as a tool for successful marketing strategy : view system generated real time calculation of customer RFM values; use these values to generate market segments for mailers, telemarketing or campaigns.

DIRECT MARKETING AND SALES MARKETING

Define target groups and campaigns. Organize telemarketing activities and mailings. Create contact management of all activities. Manage documents. Analyze campaign effectiveness.

SALES AND PRODUCT ANALYSIS

Quickly and easily generate sales and product analysis. Determine how profitable an item has been over a range of time. Analyze the strength of the sales in a particular customer segment and see what the sales trends are.

CAMPAIGN MANAGEMENT

Manage marketing campaigns: analyze and report success of campaigns including costs associated with campaign; specify campaign pricing and discounts to segments; tailor campaigns to specific customer segments.

➤ INTEGRATED FINANCIAL MANAGEMENT

As the backbone to your business management solution, Microsoft Dynamics NAV accounting and finance solutions help you track and analyze your business information. With end-to-end integration, you can effectively manage your general ledger, payables, receivables, inventory, analytical accounting, fixed assets, payroll, human resources, and cash flow as well as perform bank reconciliation and collections. You can also manage your financial processes across multiple currencies, locations, or companies.

➤ COMPLETE SUPPLY CHAIN MANAGEMENT

Streamline your sales, purchasing, and pick/pack/ship cycle. With Microsoft Dynamics NAV, you can tailor your workflow processes to meet specific needs and keep pace with competitive markets and low margins. Help increase customer loyalty with better responsiveness, rapidly pursuing new market opportunities. Improve your profitability by working more efficiently with partners. Improve inventory management. Manage single- or multi-site warehouses. Handle order processing and demand planning.

Our solution provides full warehouse management and logistics functionality including: automated data capture systems, Put Away, Bin storage, credit card processing, freight rate shopping, scales interfaces, UPS Manifest, Fedx Manifest, e-mail notification, Freight invoice Reconciliation for UPS, and usage-based procurement and demand planning.