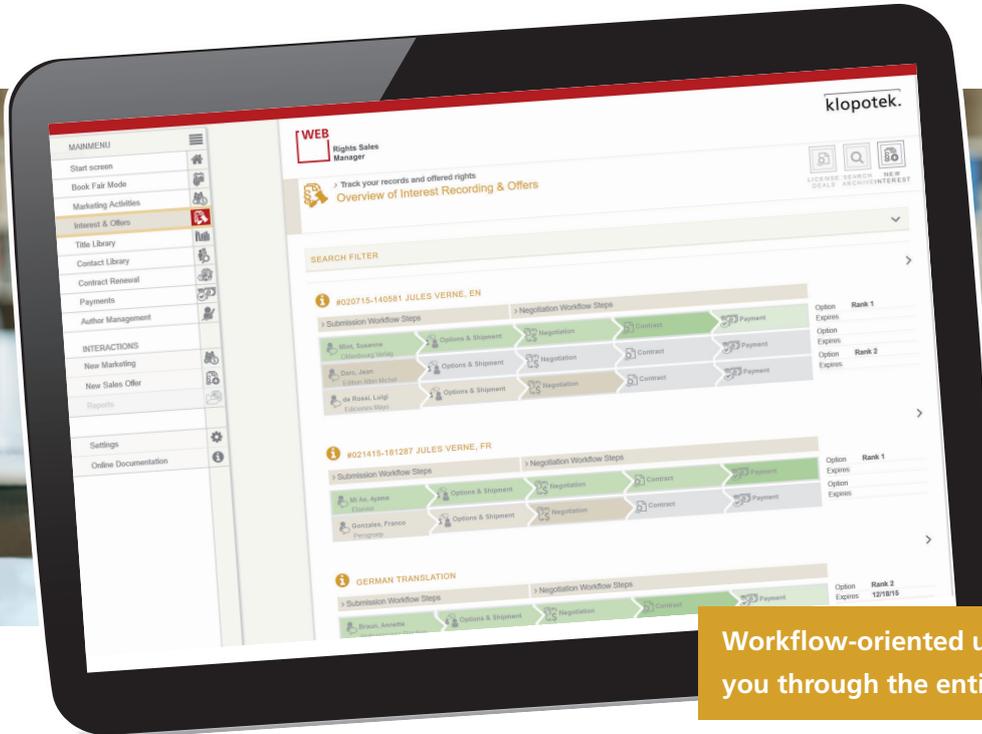


Rights Sales Manager



Workflow-oriented user interface guiding you through the entire rights selling process

Smart, easy, mobile: handle your rights sales processes with efficiency and flexibility



Rights Sales Manager is a workflow-oriented browser-based solution, designed to guide you through the entire rights negotiation and selling process. It provides smart and simple user interaction across multiple desktop and mobile devices, ensuring that information regarding rights availability, title and author details as well as customer profiles are at your fingertips.

In combination with other apps of our Rights Sales Solution, the intuitive workflow set-up enables you to manage every aspect of the rights selling process: matching up titles with potential customers, marketing campaigns, recording and managing multiple interests, offer negotiation, and book fair management. Contract and invoice chasing, plus royalty statement tracking, is done in the Rights Accounting Manager, while the Rights Sales Contract Manager helps with the reversion of rights and extensive reporting on all sales activities.

Rights Sales Manager can be configured to suit your business needs and the dynamic user interface provides international teams with all the tools they need to optimize efficiency and sales potential.

KEY FEATURES AND BENEFITS

- Relevant title information instantly available and fully searchable
- If used as part of our STREAM CRR solution, an instant overview of available rights with automatic alerts for any restrictions (i.e. not acquired, expired, or already sold) can be generated out of the acquired rights in your author contracts
- Match potential customers with the right titles and vice versa using criteria such as BIC, BISAC and 'thema' classifications
- Marketing tool for bulk marketing campaigns to contacts selected by interests, locations, languages
- Book fair management tools: creation of rights guide, appointment management, book fair preparation and follow-up
- Extensive reporting is available in Klopotek Analytics for CRR
- User interface available in Chinese, English, Dutch, French, German, Italian, and Portuguese
- Available as an integrated module with the Klopotek solution or as standalone solution in the Cloud

Tackle the challenge: the market is changing...

...why you should opt for Rights Sales Manager in combination with the Rights Sales Solution

Sales of sub-rights is a dynamic, customer-focused process which requires meticulous administration and planning as well as clear and focused communication both towards licensees and internally. Due to the high volume of activities it is essential that processes are supported by a system that increases efficiency. In addition, much of the workflow takes place outside of the office, at book fairs and on sales trips. If there were any area in publishing crying out for a mobile web app solution, it would be rights sales.

The selling of rights is a critical business for many publishers. To run their business in the most efficient way, rights managers require a clear overview of which rights have been acquired from an author and which rights remain available to sell. A frequent problem is ambiguous information about restrictions and the lack of an automated tracking system, which means that rights managers have to manually check the contract documents for subsidiary rights acquired and their associated terms, because typically, the rights sales system in use is not integrated with the contract system.

This kind of 'research' into rights issues is becoming ever more complex because of the dynamic development of digital rights. Time and effort spent on these complex issues by rights managers might be better invested in the marketing of the available rights to their sales contacts. Errors in the field of rights can have serious legal consequences and lead to significant financial implications for publishers as well as authors.

A match or not a match? The relevance of accurate and up-to-date information

Rights selling revolves around close and often long-term customer relationships: it is vital to always have accurate and up-to-date information at hand such as specific topics of interest, publishing house struc-



ture, quality features, payment behavior etc. To market rights effectively, rights managers must be able to match the interests of their clients with the subjects of the promoted titles. Rights managers must be able to track recorded interests and options in an efficient way to the point of contract negotiations and agreement.

Once an agreement is made, payments due and statements must be tracked. While it is relatively easy to monitor dates of advance royalty payments and control the receipt of such payments with lists, it is extremely challenging for publishers to track the receipt of the agreed periodic royalty payments and supporting statements.

Getting ready for the Fair ...

Book fairs are crucial events in the publishing calendar that require extensive preparation: a rights guide needs to be created for available titles and up to 50-60 meetings must be prepared, carefully selecting appropriate titles for the customers according to their profile. After the fair, a high volume of sales material needs to be sent out along with quotations

and meeting notes. Customers expect this information within days of the fair.

Finally, rights managers should be able to report in an easy way and from multiple perspectives on their activities and revenue prospects. It is common that rights managers spend a lot of time on reporting on their activities.

In order to meet these challenges, the rights department should implement a solution that supports rights managers throughout the sales process, from rights availability to sales reporting. With easy and flexible access to all relevant sales information and streamlined functionality designed to increase efficiency, rights managers will be able to reduce research and administration and focus on the customer relationships and the business of selling rights.

Klopotek's Rights Sales Solution covers the requirements described above. It consists of Rights Sales Manager, Rights Accounting Manager, and Rights Sales Contract Manager, which are all seamlessly integrated. Extensive reporting is available in Klopotek Analytics for CRR.

Support tailored to your individual requirements

The requirements

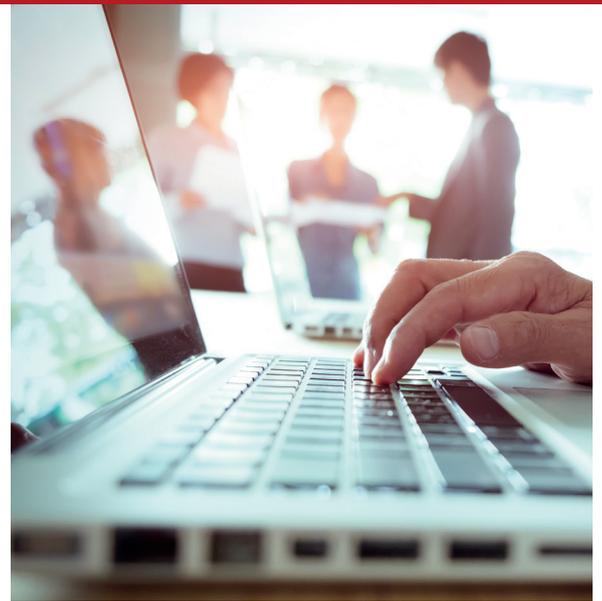
The rights team will need to be able to keep track of the progress on all tasks associated with the rights sale, from logging a new prospective interest to reporting on sales and royalties. Therefore the following is required:

- accurate and up-to-date title and author information, including sample sales material
- the ability to log any relevant corrections, updates or revised editions after the original publication
- access to any source material or licensed assets that may be relevant for copyright
- contact database: licensees and prospects need to be set up, maintained and classified with default rights and areas of interest
- marketing campaigns based on customer interests
- sales interest recording system
- option granting system with negotiation details

The contracts team needs the ability to generate contracts based on agreed contract terms as well as standard templates so that system and document are identical. In addition, the system needs to prompt the contracts team to chase for outstanding contracts, as well as alerting the team to expired contracts. (This is covered by the Rights Sales Contract Manager app.)

The accounts team requires the ability to mark customers as bad payers or as having a credit limit. Invoices and copy invoices need to be generated through the system, and prompts have to be set up for chasing overdue payments. (This is covered by the Rights Sales Contract Manager app.)

All teams require a scheduling capability so that the members of each team know their responsibilities and timeframes needed to fulfill the rights sales process. All teams require the ability to work together in a cohesive workflow.



Marketing tool for bulk marketing campaigns

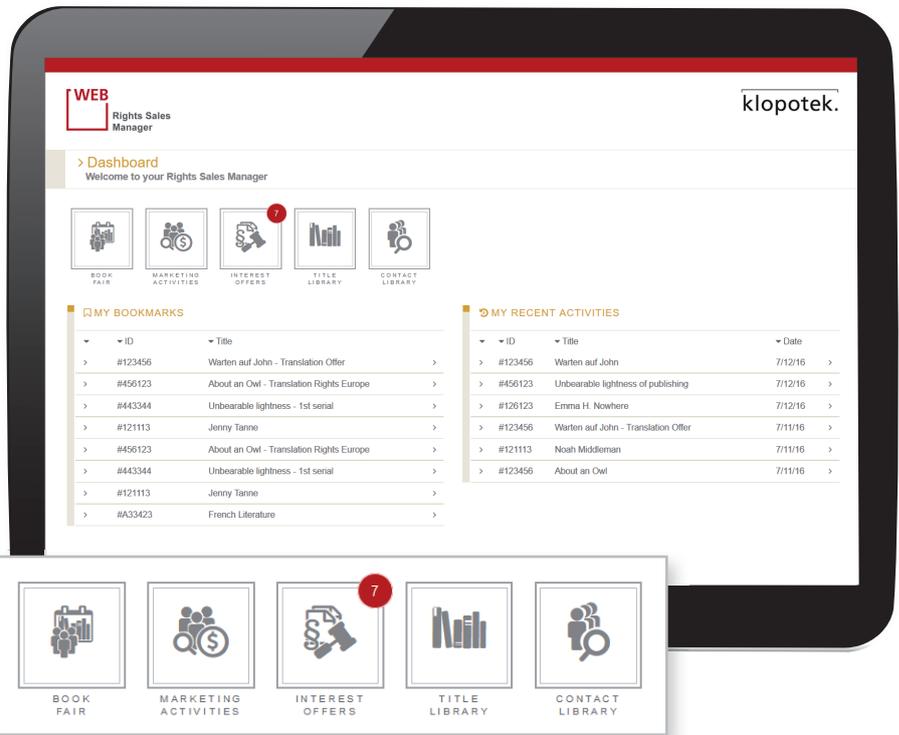
Support tailored to your individual requirements

The solution

The Rights Sales Manager provides workflow support for:

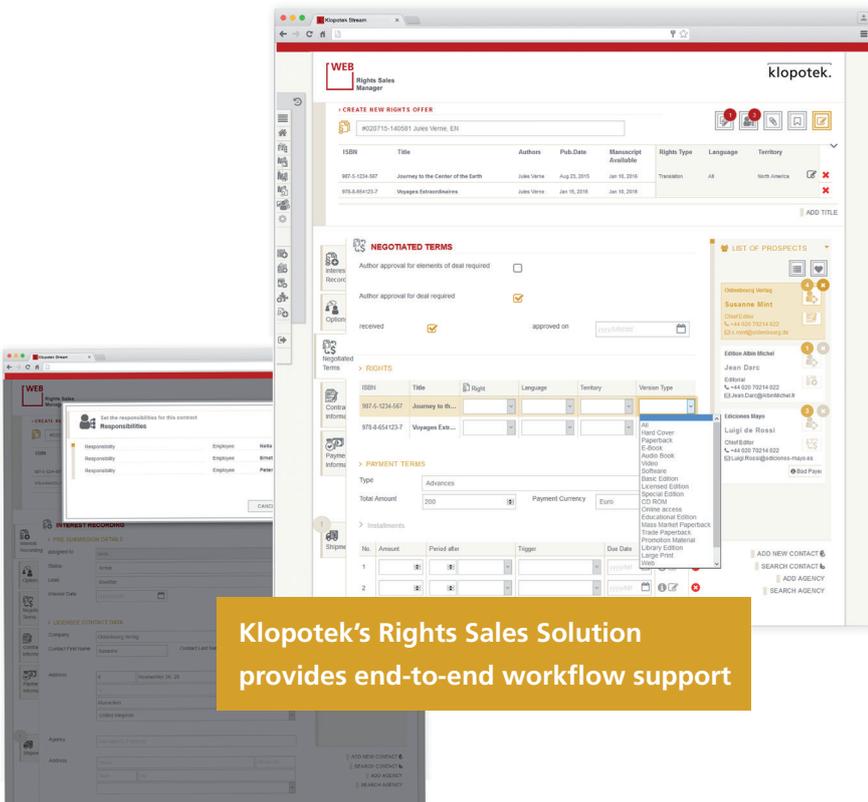
- Licensee management
- Title rights management
- Rights marketing
- Interest recording
- Option handling
- Offer negotiation
- Contract management (done in Rights Sales Contract Manager)
- Book fair & sales trip management: Rights Guide export, can be displayed on a screen at the fair for presentation

Title rights management: the system can hold core information about products and available rights, allowing you to get a quick and easy overview of available rights when presented with a rights query or interest. Title and rights information also allows the user to decide which products should be included in a rights bundle and find the right match from the list of contacts to offer them to.



Rights marketing: A marketing campaign can be used to simultaneously address multiple contacts with a specific area of interest, whether it concerns a single title or a range of products. An email can be sent from an existing customized template, with any relevant sales material (e.g. spreads or a synopsis) attached. Once the emails have been sent out you can keep track of the activity and follow up with the recipients, which means the success of your marketing campaigns can be closely monitored.

Interest recording: As soon as a prospect shows interest in acquiring a right, you can record the interest in the system to track the acquisition process and report on identified opportunities. The origin of the interest, be it a marketing campaign, a book fair-meeting or a prospect contacting a rights manager, can be recorded in the system. Interests can be viewed and searched at title level, customer level, and contact level. You can assign a status and a staff member to the interest to monitor its progress.



Option handling: Once interests have been recorded, exclusive or non-exclusive options can be granted and tracked, searched for and reported. Options can be ranked to reflect who is the preferred customer or strongest interest, and a reminder can be set up so that you will get a prompt to follow up after a set period of time. The option handling includes the handling of sales material, so that you will have a record of what was sent to the prospective customer.

Offer negotiation: As the option moves forward into the negotiation phase, different offers can be compared in terms of rights offered and payment terms. Installments, royalty terms and all other relevant financial information can be entered – if a customer has standard terms, they will be automatically dropped into the system. Once negotiations have been concluded, the offer can be taken to the contract stage.

Contract management: Agreed terms can either be interfaced with your contracts system in order to generate the contract documents or the contract document can be generated directly in the Rights Sales Manager, ensuring that the system and the hard copy are identical. Monitoring and chasing contracts is a straightforward process, either prompting colleagues by assigning them a task or sending template email chasers to customers from the system. (This aspect is handled in the Rights Sales Contract Manager app.)

Payment prompts & chasing: Advance payments and royalty statements can be tracked, making sure that you are prompted to chase for payments and request royalty statements at regular intervals. (This area is covered by the Rights Accounting Manager.)

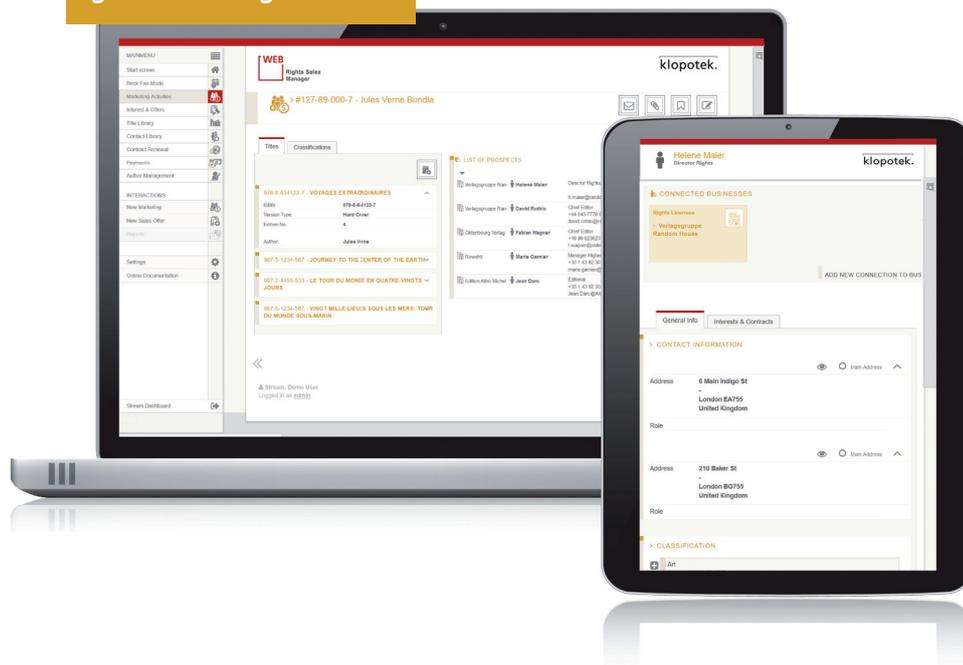
Book fair & sales trip management: Despite advancements in technology and communication, a large proportion of sales in publishing still occurs face to face at book fairs and in sales meetings. Our solution includes an extensive book fair planning mode which allows you to make appointments and link your meeting preparations to these appointments (fully available in the next version). Through the use of classifications, an automatic list of potential



interests is generated. All critical information including company profile and sales history can be accessed on your tablet on the spot.

After the meeting, follow-up details can be entered, interests can be recorded, and material sent to prospects – even from the fair itself, if desired. Once the follow-ups have been entered, a report can be generated in Klopotek Analytics for CRR to summarize fair activity and results.

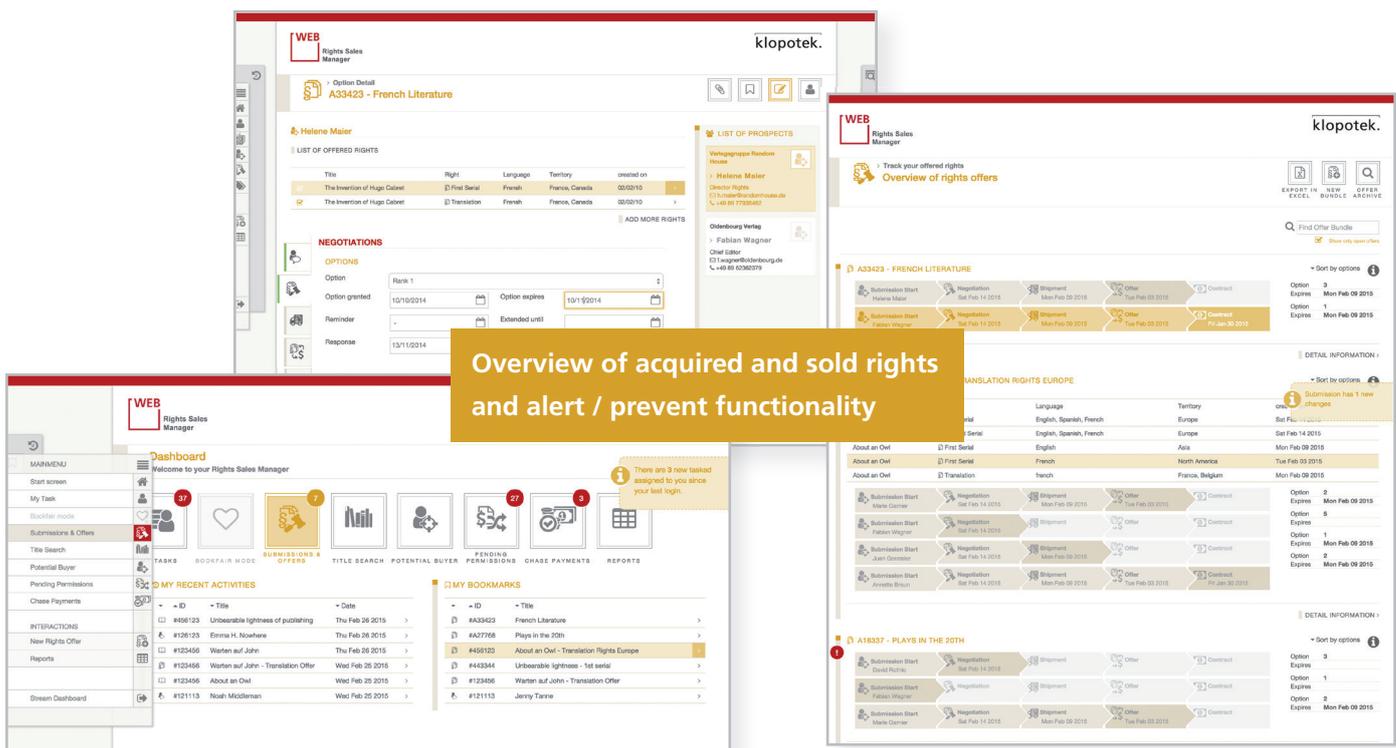
A comprehensive rights guide can be generated



More details

Features

- Ability to support all devices, such as tablet and smartphone: an on-the-go solution for rights managers
- Provides a workflow-oriented user interface guiding you through the entire rights selling process
- Available as a stand-alone, cloud-based application or as an extension of the Klopotek classic line of products
- Available in Chinese, English, Dutch, French, German, Italian, and Portuguese
- Relevant title information instantly available and fully searchable, e.g. author info, subject, description of content, thumbnail of cover picture, publication date, list price etc.
- Title and prospect interest matching using classifications
- Overview of acquired and sold rights and alert / prevent functionality when trying to sell a right that is not owned, has expired or has already been sold: correct rights information at your fingertips
- Marketing tool for bulk marketing campaigns to contacts selected by interests, locations, languages
- Interest recording, including origin of interest, the ability to assign interests and associated tasks to employees
- Option tracking with automated notification of a loss of option to competitors when a right has been sold and automatic status update
- Automatic termination of interests after specified period of time when an option expires without response
- Supports shipping process of review materials; the Rights Sales Contract Manager app provides for integration with external distribution systems for automated shipping orders or shipment of electronic files
- Generates contract documents based on agreed contract terms merged with standard templates to ensure that only agreed terms make it into the documents: system and document are the same
- Advance and royalty claims and payment tracking with reminder functionality
- A comprehensive rights guide can be generated based on selection criteria (i.e. to include specifications and rights availability)
- In Klopotek Analytics For CRR, you can make use of flexible and extensive reporting on, for example:
 - revenue per territory, author, language etc.
 - customers and activities
 - activities per language, territory, author etc.
 - contracts per author, language, territory etc.
- Complete book fair management support: appointments, preparation, follow-up and reporting
- Interfaces to finance/contracts/production system
- Configurability on most functions
- Simple navigation
- Favorites and bookmarks for faster access to your top titles



...consists of Rights Sales Contract Manager, Rights Accounting Manager, and Rights Sales Manager

Rights Sales Contract Manager stores and handles all information and contractual agreements for managing sold rights.

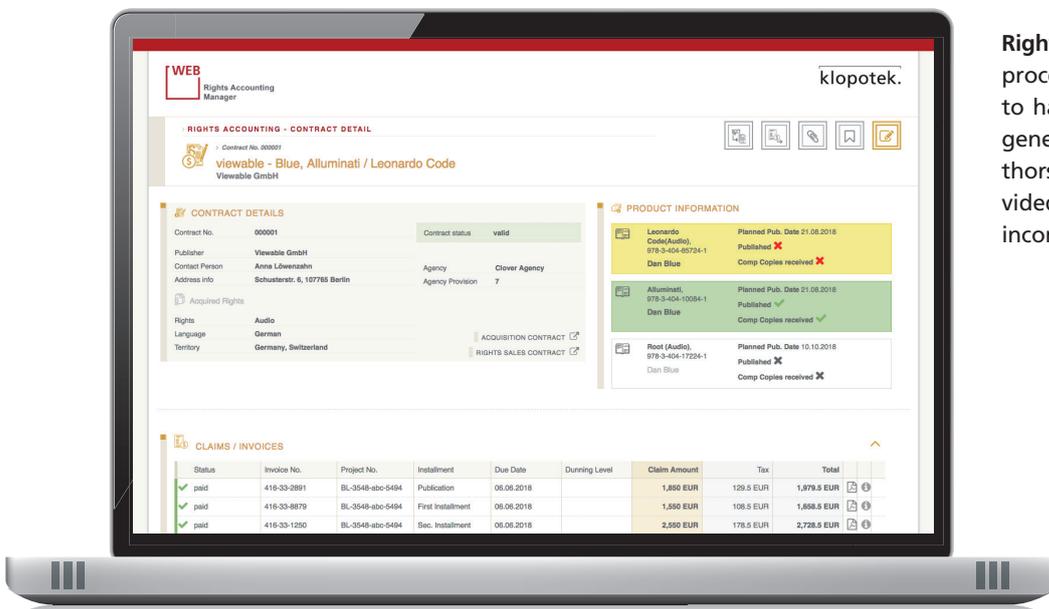
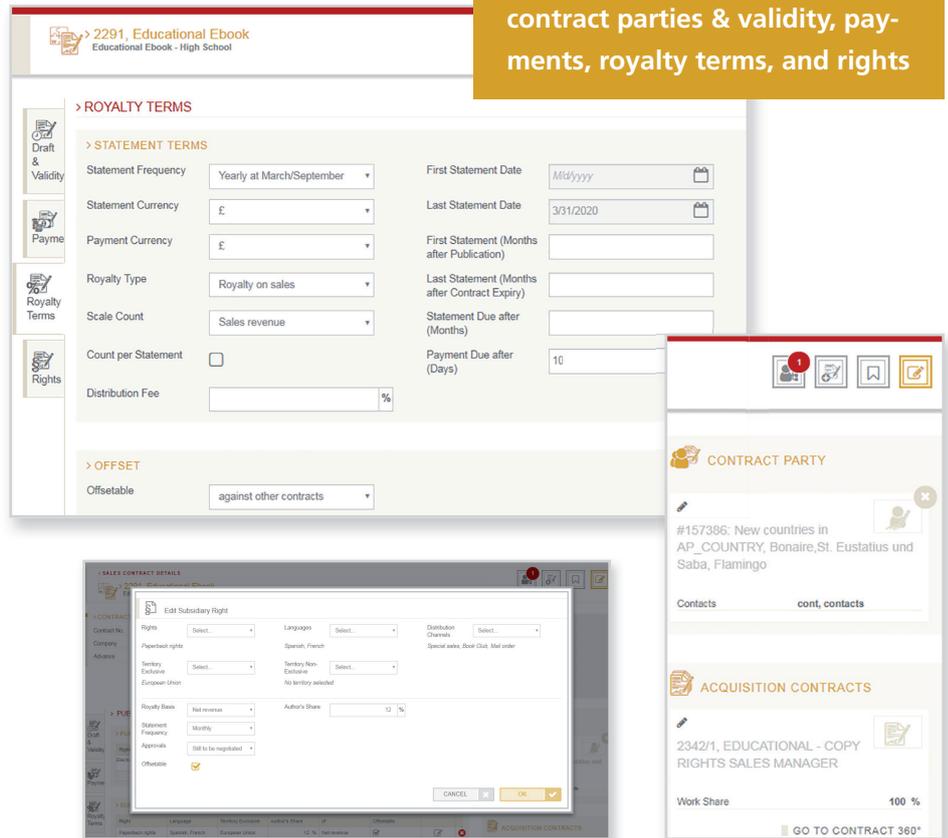
The highly sophisticated and fast search functionality of the app is keyword-sensitive and can browse through large databases of contracts in a wink of an eye.

Recent activities which have been done using the app are stored, and sales contracts you need to look into repeatedly can be bookmarked.

Viewing and editing data in the app is easy and a straightforward process. You can define responsibilities and edit contract parties & contract validity, payments, royalty terms, and rights.

It is also possible to change the contract status at the touch of a button and to view and edit linked acquisition contracts. Reduce time and effort: Rights Sales Contract Manager also provides the functionality of creating and editing contract templates for future use.

A smooth process for editing contract parties & validity, payments, royalty terms, and rights



Rights Accounting Manager supports all processes from managing sub right claims to handling incoming rights payments and generating the payment share for the authors. Sales and royalty information provided by the licensee can be stored with an incoming payment.

About Klopotek



Klopotek is a leading international provider of publishing software and consulting services. Our aim is to support and inspire modern publishing and media companies to embrace digital change by creating and delivering innovative technologies and services.

We contribute to the success of more than 350 publishers with more than 4,400 imprints, with over 14,500 users, in 140+ locations.

We are where our customers are. Our customers are located worldwide and so is the Klopotek group, with offices in Amsterdam, Berlin, London, Milan, Munich, Paris, and Parsippany (NJ, USA).

Our 175+ staff come from 18 nations around the globe and speak 24 languages, and many of them have extensive experience in the publishing industry.

Klopotek supports the entire value chain for print, digital and online publishing and is suitable for both small and mid-sized publishers as well as large international publishing groups.

Many of the world's biggest publishing groups are Klopotek customers, as they know they can rely on our powerful and flexible software to master current and future challenges.

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